

Georgia Health Information: History, Initiatives and Future

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Georgia Health Information Technology and Transparency
Advisory Board
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Georgia Health Information Exchange – History

- Roots trace back to late 1990s – payer/provider initiatives
- Evolved into Georgia Strategic Local Implementation Process (GSLIP)
- After HIPAA, evolved into e-health issues
- Sponsored Georgia e-Health Summit (June 15, 2005)
- Sponsored Georgia RHIO Development Summit (October 7, 2005)
- Inaugural event (March 1, 2006)

Approach

- Establish collaborative, stakeholder-driven strategies and priorities to create a win/win approach to electronic communications
- Inventory present Georgia-based efforts to identify opportunities while building on existing foundation
- Build on recognized or emerging best practices
- Attend and serve as resource to numerous national RHIO development conferences

Approach (continued)

- Increase stakeholder value incrementally
- Support maturing national standards and guidelines
- Develop operation using sound, ROI-driven business formation principles

Georgia e-Health Summit

June 15, 2005

- Over 200 attended
- Speakers
 - Abel Ortiz – Governor Sonny Perdue's office
 - Newt Gingrich – Center for Health Transformation
 - Holt Anderson – North Carolina Health Information and Communications Alliance
 - Tracy Field – Arnall Golden & Gregory/Georgia Health Care Association
 - Jordan Rice – I-Med LLC
 - Carol Cain – Health IT Portfolio

Georgia e-Health Summit June 15, 2005 (continued)

■ Facilitators/Panelists

- Pam Arlotto – Maestro Strategies
- Emma Morris – The Morris Group
- Donald Campbell, M.D. – WellStar Health System
- Trey Childers – Office of the Governor
- Lance Duke – The Medical Center, Columbus
- Gordon Freyman – Georgia Department of Public Health
- Michael Jorgensen – Blue Cross/Blue Shield of Georgia
- C. Patrick Ryan – Georgia Medical Care Foundation
- William Yang, M.D. – The Coca Cola Company

Georgia RHIO Development Summit – October 7, 2005

- Working meeting with focused breakout sessions
- 100+ attendees
- Presenters
 - Michael Heekin – State of Florida Governor's Health Information Infrastructure Advisory Board
 - Vicki Estrin – Volunteer eHealth Initiative (Tennessee)
 - Insurance Commissioner John Oxendine
- Working sessions facilitated by Emma Morris – the Morris Group

Inaugural Event

March 1, 2006

- Introduction of GHIE to Georgia's business community
- "Oversold" room – 115+ RSVPs
- Speakers/Participants
 - Newt Gingrich – Center for Health Transformation
 - Tracy Field – Arnall Golden & Gregory/Georgia Health Care Association
 - Fred Watson – Georgia Health Care Association
 - Glenn Pearson – Georgia Hospital Association
 - Bob Addleton – Medical Association of Georgia
 - Barbara Prosser – Georgia Department of Community Health
 - Anthony Begando – Tenon Consulting Solutions

Inaugural Event

March 1, 2006 (continued)

■ Panelists

- Charlie Harman – Blue Cross/Blue Shield of Georgia
- John Henry – Grady Health System
- Jack Chapman, M.D. – Medical Association of Georgia
- Russell Williams – Georgia Health Care Association
- Rhonda Medows, M.D. – Georgia Department of Public Health

Foundational Milestones

- February 24, 2006 – Incorporated as Georgia Health Information Exchange
- March 31 – Ratified bylaws
- May 26 – Position Paper completed
- May 23 – First donation (from Georgia Medical Care Foundation) received
- June 9 – Formal statements of support distributed and new committees announced
- September 26 – Donation from Blue Cross/Blue Shield
- October 22 – Notification of 501 (c) (3) status

Draft Mission Statement

The mission of the GHIE is to facilitate a health information exchange to improve public health, quality of care, and the efficiency of health services through the more effective use of automated personal health information. Projects undertaken by the GHIE will be geared to fostering enhanced and mutually beneficial relationships between healthcare stakeholders.

Objectives

- Establish a forum for the secure and efficient exchange of healthcare information within Georgia
- Represent the cumulative interests of the State's healthcare market participants
- Act as a conduit between Georgia and the national efforts

Organizational Approach

- Umbrella organization with various initiatives:
 - Disease Management
 - E-Prescribing and EHR
 - Lab Orders and Results
 - Bio-surveillance and Preparedness
- Operating Committee and Advisory Board

GHIE Board

Voting

- Hospital
- Physician
- Nursing Home
- Mental Health
- Pharmaceutical Ind.
- Quality Improvement
- Payer
- Consumer
- Chamber of Commerce
- Employer

- Chair, Operations Comm.
- Chair, Regional Coordination Committee
- Chair, IT Committee

Ex Officio

- State Government – DCH
- State Government – DPH
- Federal Gov. – CMS
- Chair, Communications and Events Committee

Signed Letters of Support

Bacon County Hospital **Barrow Regional Medical Center** Bluegate Corporation
Cartersville Medical Center Central Georgia Medical Center **Cobb County
Community Service Board** Coffee Regional Medical Center **Columbus Regional
Healthcare System** Compuware Corporation **Coventry Healthcare of Georgia** Crisp
Regional Hospital **Donalsonville Hospital** ECT Global **Emanuel Medical Center**
eSimplify, Inc. **Georgia Chamber of Commerce** Georgia Health Care Association
Georgia Healthcare Leadership Council Georgia Hospital Association **Georgia
Medical Care Foundation** Georgia Pharmacy Association **Hamilton Medical Center**
Hughston Orthopedic Hospital **Inner Harbor for Children and Families** Intel
Americas **Jefferson Hospital** Kaiser Permanente of Georgia **McDuffie Regional
Medical Center** Meadows Regional Medical Center **Medical Systems Development
Corporation** Mitchell & McCormick Inc. **Noble & Associates Consulting, Inc.**
Oconee Regional Medical Center **Patient Placement Systems** Piedmont Healthcare
Pineland Community Service Board Smart Document Solutions **Three Bridges
Consulting** Tift Regional Medical Center **UHS-Pruitt Corporation** VHA of Georgia
Walton Rehabilitation Health System WellStar Health System **Wills Memorial
Hospital**

Committees

- Fundraising – Board members
- Communications – Recommend comprehensive communications strategy including:
 - Media strategies
 - Other mass-communications strategies
 - Web presence
 - Branding approach

Committees (continued)

- Disease Management – Create strategic and business plan for a data-sharing project around chronic disease management
 - November 30 Diabetes Summit

Diabetes Summit – Invited Participants

Healthy Communities Access Program Columbus
Regional Diabetes Collaborative WellStar Health
System DHR's Diabetes Advisory Coalition
Habersham County Medical Center
CHT/Governor's Program on Diabetes Jefferson
Hospital Pharmacy Association/ Mohawk The
Federally Qualified Health Center Memorial
Health University Medical Center Georgia
Healthcare Leadership Council Valdosta
Chamber of Commerce Diabetes Project
Piedmont Healthcare

Committees (continued)

- Membership
 - Recommend definitions for membership, including eligibility categories, rights and benefits, and fee structures
 - Recruitment
- Summit Planning – Plan the next large-scale summit meeting to broaden support for healthcare data exchange

Other Committees

- Summer 2005
 - Catalogue Committee
 - Funding Committee
 - Next Steps Planning Committee
 - Outreach Committee
 - Purpose Committee
- Fall 2005
 - Surveillance and Preparedness Committee
 - E-Prescribing Committee
 - Lab Ordering and Results Committee
 - Interoperability Committee

Demonstration Projects/ Current Initiatives

- Teleconferences with Other Southeastern RHIOs
- Community Service Boards (Mental Health)
 - Several CSBs formed consortium for exchange of electronic data
 - GHIE may be able to assist these efforts and replicate in other geographies and healthcare sectors

Demonstration Projects/ Current Initiatives (continued)

- Disease Management
 - Identifying opportunities to aggregate data for better patient management
 - Can potentially address both personal information for self-management and population health management activity
- Evaluation of broad-based technologies that would be available to any stakeholder state-wide

Financing Model

- Umbrella Organization
 - Corporate support
 - Grant funding
 - Member assessment
- Each Stand-alone Project
 - Defensible business model that recognizes different circumstances of:
 - Large hospitals
 - Small hospitals
 - Large physician groups
 - Smaller groups/solo practitioners
 - Other providers

Potential Sources of Funding for Stand-Alone Projects

- Grants/business partnerships for start-up capital
 - Precedent – 2004 \$11.5M WellPoint funding for 36 rural hospital telemedicine clinics
- Redeployment of capital and operating funds spent on non-interoperable systems
- Credible demonstration of cost-effectiveness from process improvement (ROI) – ongoing operations
 - Economies of scale

GHA Transparency Efforts

Partnership for Health & Accountability Insights -

- Consumer Guide to Georgia's Hospitals
- Current Information
 - available via web since 2002
 - Increase involvement in health
 - Quality measures reported –JCAHO/CMS-2004
 - Quality Index 2005
 - Know your Health Care Cost

GHA Transparency Efforts

- January, 2007 Hospital Price Check
 - Based on Wisconsin Price Point Model
 - Provides consumer with average charges and length of stay for specific hospitalization
 - Outlines hospital's economic impact and benefits
 - Links to the individual hospitals' financial policies