A faint, light-colored stethoscope is visible in the background, centered on the right side of the slide.

**eHealth Initiative Presents
Health Information Exchange
through Strengthening
Information Governance:
Lessons Learned from Around
the Globe**

September 14, 2010

Housekeeping Issues

- **ALL LINES ARE MUTED**
 - To ask a question or make a comment, please submit it via the chat feature, and we will address them in the order received at the appropriate time

Housekeeping Issues

- **Slides and Recording of Webinar**

- Links to today's slides will be sent to all webinar registrants after the session
- A replay of the webinar will be available on the eHI site, a link will be sent to all registrants after the session

About the eHealth Initiative

- Mission is to drive improvements in the quality, safety, and efficiency of healthcare through information and information technology.
- Over 210 corporate members of eHI
- In addition, eHI serves as a resource and tracks the progress of regional extension centers, and 260 regional, state and local initiatives working on health information exchange (HIE)

eHealth Initiative Focus in 2010

- Monitor, assess and influence public policy related to the role of HIT in Health Care Reform
 - *National Progress Report on eHealth*
- Build consensus on policies related to the meaningful use of HIT
- Research and support efforts in:
 - Chronic Care - Care Coordination
 - Consumer Engagement (Includes Privacy)
 - Health Information Exchange at State Level
- Build Awareness about HIT and HIE

eHI Membership

- eHealth Initiative members are some of the most informed and influential executives in the health care industry
- Membership is open to all interested organizations
- Join online at our website www.ehealthinitiative.org or contact:
 - Amy Eckenroth 202-624-3265
 - Amy.eckenroth@ehealthinitiative.org

Upcoming Events

- **September 15-16, 2010 – Northwest Medical Informatics Symposium**
 - Held in Spokane Washington
- **September 22, 2010 – eHI HIE Webinar: HIE Support of Provider-Patient Engagement to Achieve Meaningful Use**
 - 3:00-4:30 ET
- **October 3-6, 2010 – National REC and HIE Summit, National HIPAA Summit West, and EHR Summit**
 - eHI members can save up to \$800 by registering for any or all of the three co-located events at the following eHI member discounts: \$995 for onsite attendance or \$695 for online attendance.

More information on events available at:

<http://www.ehealthinitiative.org/ehealth-initiative-events.html>

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Session Moderator

Rick Ratliff

Connected Health IT Solutions

Global Managing Director

Accenture



Agenda

- **Welcome & Opening Remarks (3:00 – 3:05)**
 - Genevieve Morris, Manager of HIE Research and Programs
- **Overview (3:05 – 3:10)**
 - Rick Ratliff, Connected Health IT Solutions Global Managing Director, Accenture
- **Introducing Accenture Institute for Health & Public Service Value (3:10 – 3:15)**
 - Julie McQueen, Director of Research Accenture Institute for Health & Public Service Value
- **Health Information Exchange Landscape (3:15 – 3:20)**
 - Rick Ratliff, Connected Health IT Solutions Global Managing Director, Accenture
- **Presentation of “Effective Health Information Exchange: The first step toward connected health” (3:20 – 3:45)**
 - Andy Truscott, Health IT Solution Architect, Accenture
- **Panel Discussion (3:45 – 4:15)**
 - Michael Matthews, CEO, MedVirginia
 - Steve Gravely, Partner, Healthcare Practice Group Leader, Troutman Sanders
- **Question and Answer (4:15 – 4:30)**

Presenters

Julie McQueen,
Director of Research
Accenture Institute for Health &
Public Service Value





Institute for Health & Public Service Value

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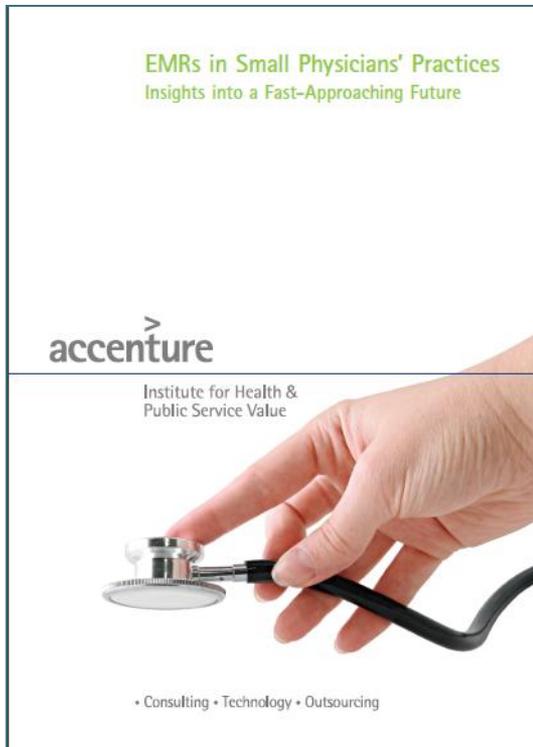
Who We Are

The Accenture Institute for Health & Public Service Value is dedicated to promoting high performance in the health care sector and in public service delivery, policy-making and governance. Through research and development initiatives, the Institute aims to help health care and public service organizations deliver better social, economic and health outcomes for the people they serve.

Our Research

The Accenture Institute for Health & Public Service Value applies rigorous research to the problems challenging the health care sector and to the issues facing today's public service organizations.

Recent Published Research



EMRs in Small Physicians' Practices

A study to determine current attitudes, expectations, concerns and experiences with regard to EMR systems, the Accenture Institute for Health & Public Service Value surveyed more than 1,000 physicians in small practices across the United States



Accenture Citizen Experience Study

Accenture Institute for Health & Public Service Value performed a recent study to explore perceptions of the importance of government action in helping improve the quality of their health and health care, and their experience of how well government is performing as such.

Effective Health Information Exchange: The First Step Toward Connected Health



- What will it take to deliver fully effective health information exchange (HIE) in the United States? More specifically, what steps must health care organizations take to address the challenges and realize the benefits of HIE?
- The Institute outlines the stages of the transformation journey to realize the vision of connected health—beginning with the secure and efficient capture and exchange of high-quality health information.
- Ultimately, the study finds that the most important step in overcoming many of these challenges is developing robust information governance capabilities—and proposes the Accenture Information Governance Framework for Health as a model for building such capabilities.

Presenters

Rick Ratliff
Connected Health IT Solutions
Global Managing Director
Accenture





Health Information Exchange Landscape

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From Fragmentation...

Current health system:

- Fragmented
- Care that is centered around the needs of the health system
- Focused on episodic care
- Traditional health care settings (hospitals, physician offices)
- Passive consumers
- Most providers paid on fee-for-service basis
- Lack of incentives for innovation

...to Connection

Connected health system:

- Coordinated through complex and flexible independent networks
- Care that is centered around the needs of the patient
- Focused on wellness, prevention and chronic care management
- Diverse health care settings
- Health consumerism
- Providers' reimbursement linked to performance
- Innovations improve service and reduce costs

The Transformation Journey

Stage 1

- Realizing ubiquitous health information exchange

Stage 2

- Constructing a national health network of networks

Stage 3

- Enabling evidence-based health care

Stage 4

- Implementing connected health strategies

The First Step: Health Information Exchange

Effective health information exchange promises clinical and administrative benefits:

- **Providers** will be able to improve quality of care, increase efficiency of clinical and administrative processes, and reduce costs by improving reimbursement management
- **Payers** will realize significant cost savings by improving administrative efficiency and reducing readmissions, testing and acute care episodes
- **Public Health Organizations** will be empowered to improve long-term health outcomes

Critical Challenges of HIE

- Developing a sustainable business model
- Addressing government policy and mandates
- Defining the value that accrues to the users of the HIE
- Addressing privacy and confidentiality issues (HIPAA and others)
- Addressing technical aspects, including architecture, applications and connectivity
- Addressing organization and governance issues



Presenters

Andy Truscott,
Health IT Solution Architect
Accenture





Information Governance Findings and
Recommendations

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Information Governance Defined

Information governance: the processes, functions, standards and technologies that enable high-quality information to be created, stored, communicated, valued and used effectively and securely in support of an organization's strategic goals

Accenture Information Governance Framework for Health

Information Governance Disciplines

Information Governance Solution Components

Data Privacy

Patient consent models and mechanisms
Patient-provider relationship-based access controls
Patient access controls
Effective data security and data handling policies

Data Confidentiality

Role-based access control models
Patient and provider record sealing
Identification and authentication
Anonymization and pseudonymization

Data Security

Message integrity and communications security
Event audit and alerting
IT security audit
Network integrity

Data Quality

Error correction
Data validation
System and interface certification
Standards driven architecture

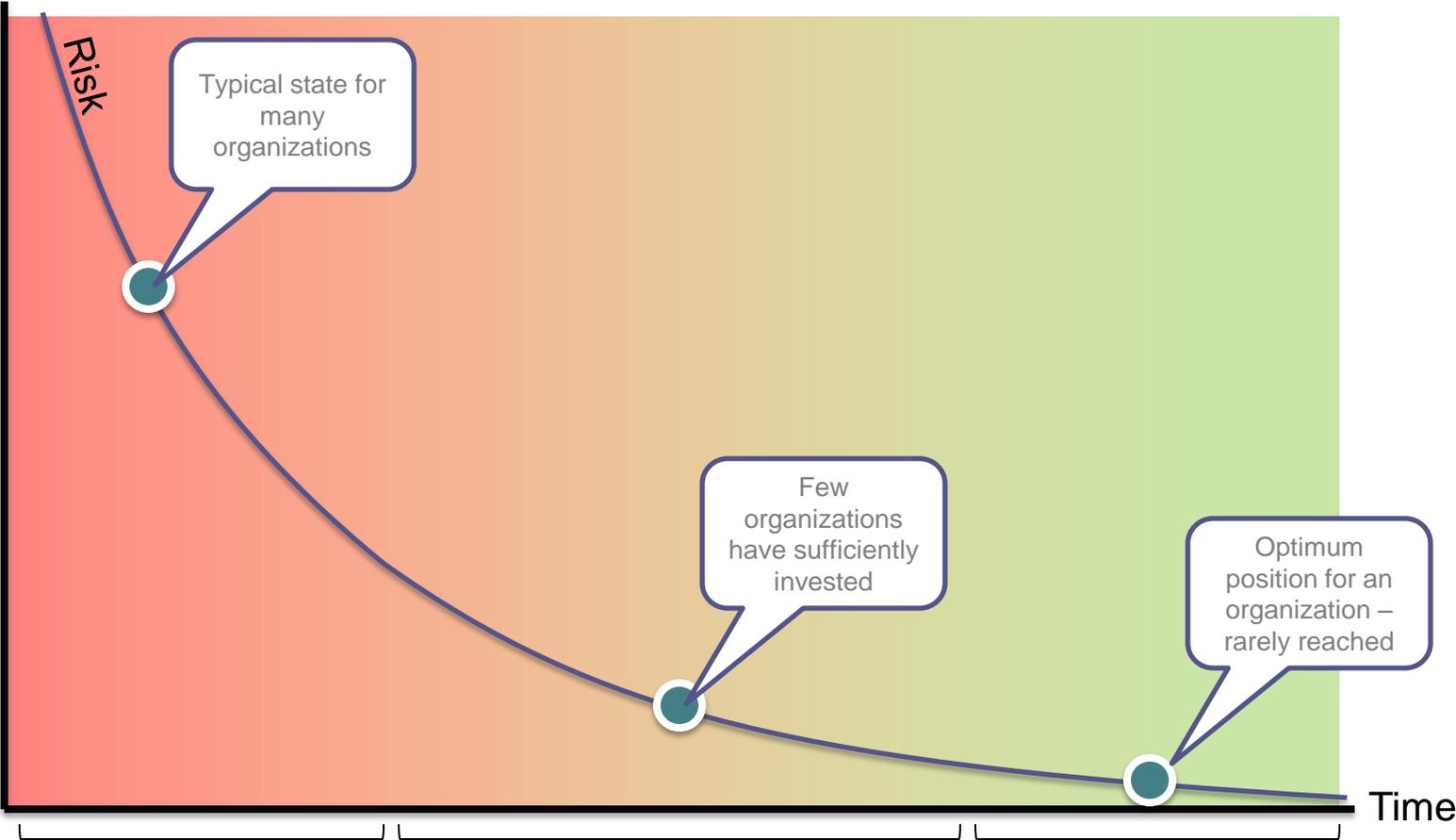
Data Integrity

Code integrity
System hardening
Interoperability governance
Standards-driven architecture and standards management

Living Information Governance – Recommended Approach



Information Governance Maturity Model

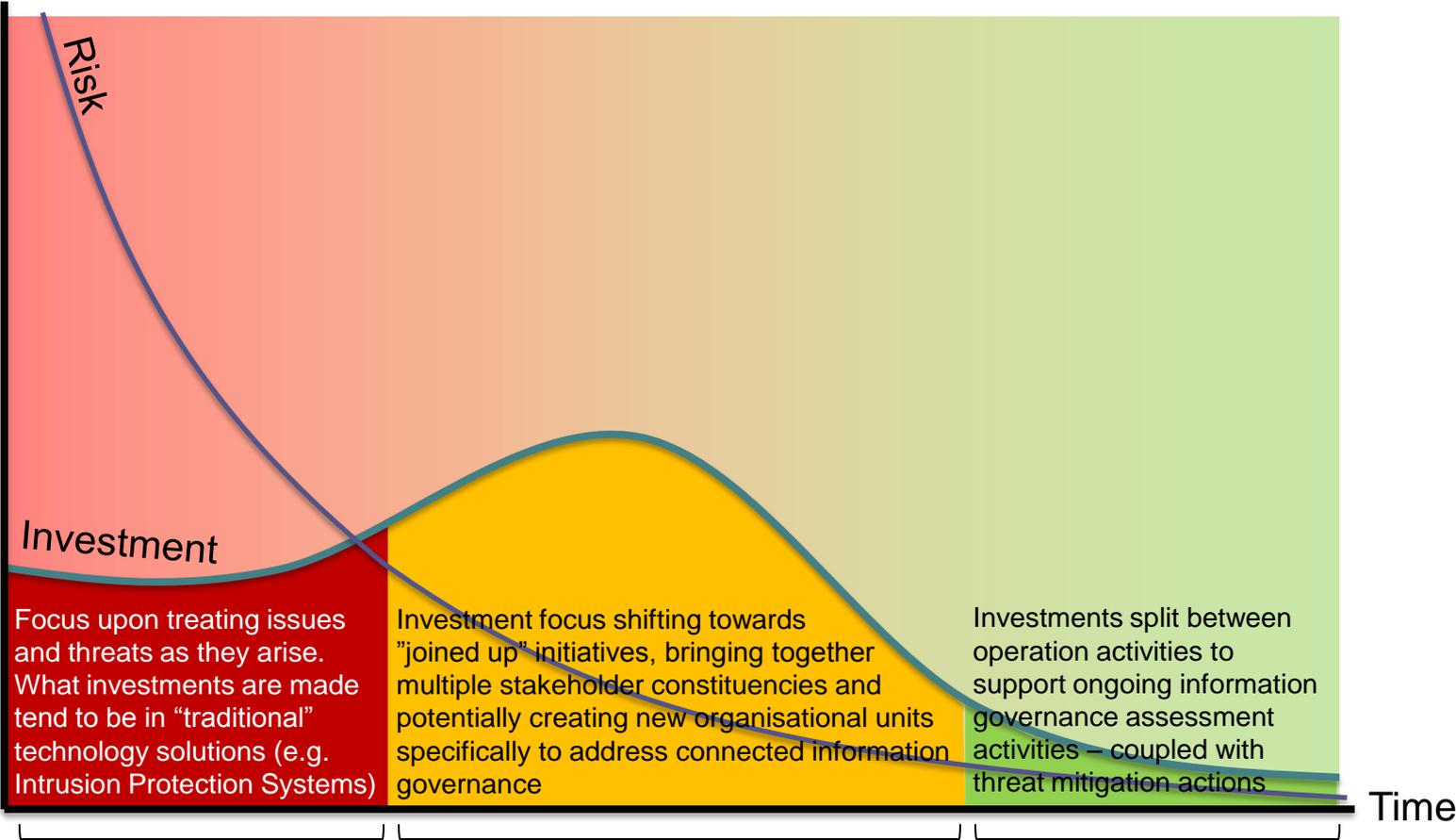


Reactive
Tactical information governance initiatives in response to specific issues and threats

Investment
Beginning with strategic planning, information governance initiatives are deployed to provide holistic coverage across healthcare operations.

Proactive
Information governance are operated as “business as usual” with ongoing assessment, reassessment and initiative development

Information Governance Investment Model



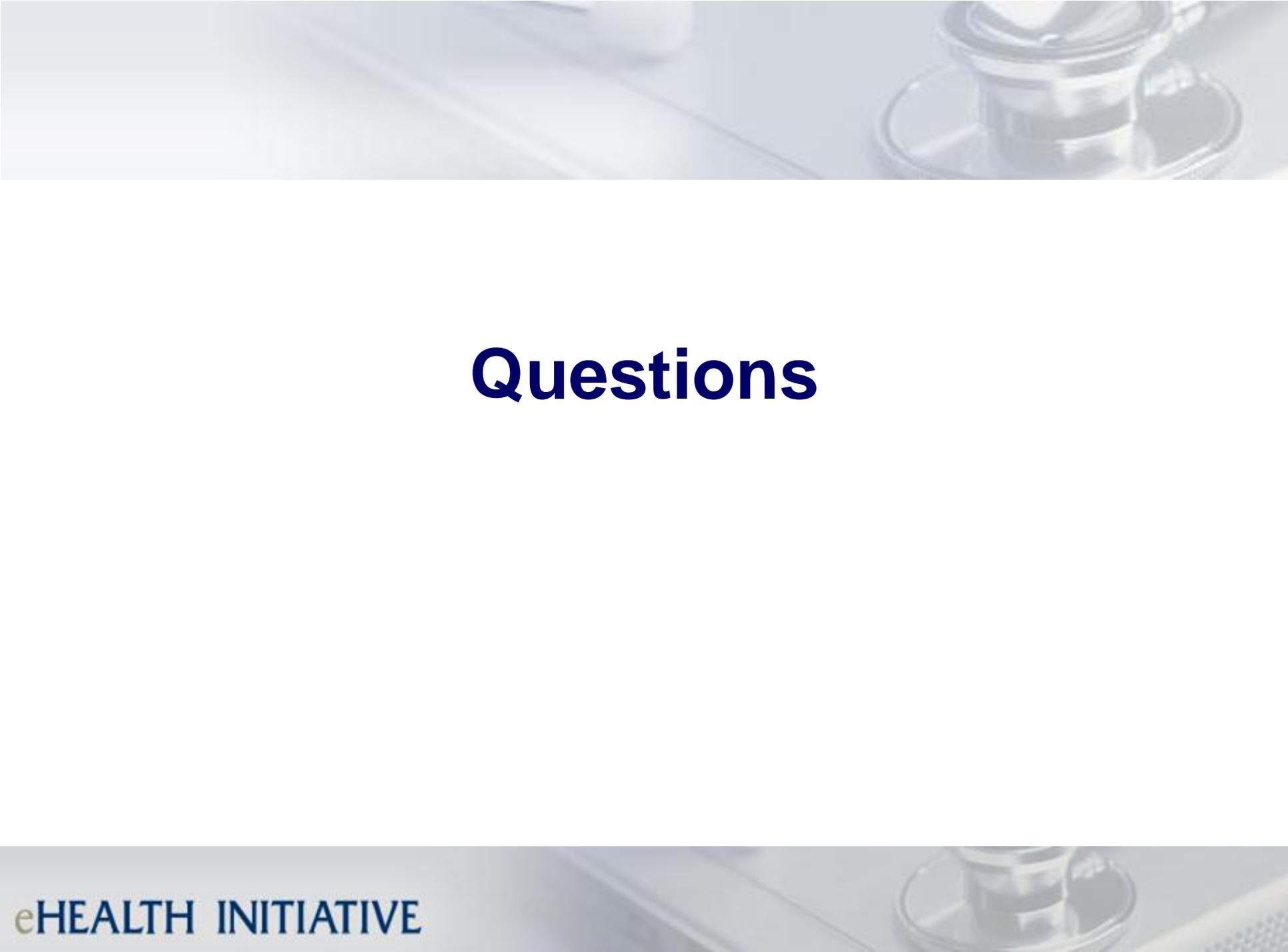
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Contact Information

For additional information about Information Governance and Accenture, please contact Rick Ratliff at richard.ratliff@accenture.com

A close-up, slightly blurred photograph of a silver stethoscope resting on a white surface, likely a medical table or desk. The stethoscope is positioned in the upper right and lower right corners of the frame, with its chest piece and tubing visible. The background is a soft, out-of-focus white.

Questions

Panel Discussion

Michael Matthews,
CEO
MedVirginia



Steve Gravely, Partner
Healthcare Practice Group Leader
Troutman Sanders



Thank You to Our Speakers

Rick Ratliff
Andy Truscott
Julie McQueen
Michael Matthews
Steve Gravely

Contact Information

- **Contact for eHI Membership:**
 - Amy Eckenroth, 202.624.3265, amy.eckenroth@ehealthinitiative.org
- **Contact for HIE Research and Programs:**
 - Genevieve Morris, 202.624.3287, genevieve.morris@ehealthinitiative.org
- **Contact for Meetings and Programs:**
 - Carrie Maas, 202.624.3271, carrie.maas@ehealthinitiative.org
- **General Feedback or Questions about eHI:**
 - Delisa Douglas, 202.624.3273, delisa.douglas@ehealthinitiative.org

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