

Roundtable on Health IT and Exports: Summary

June 24, 2013

Key Takeaways and Follow-up Actions

Bert Kaufman and Michael Masserman

From this very educational and engaging roundtable, we have identified a few key takeaways that we can focus on in our continued dialogue with businesses in the Health IT sector.

1. Data sharing issues – both cross-border and between institutions, and the development of best practices
2. Developing a set of global standards
3. Collaboration through webinars, including those on recent domestic reforms and invite foreign entities
4. Growth and rapid utilization of mobile technology, and what it means for this sector
5. Enhancing data on market opportunities and information dissemination

Please also continue to engage us on Twitter at @tradegov, @businessforward and using #healthitexports.

Opening Remarks – The National Export Initiative and Export Overview on the Health IT Sector

Francisco Sanchez, Under Secretary of Commerce for International Trade

- The Obama Administration has made it a top priority to improve the conditions that directly affect the private sector's ability to export. That's why in 2010, the President announced the National Export Initiative – the NEI – to double exports by the end of 2014, and to strengthen America's economy and ensure long-term, sustainable growth.
- We at the International Trade Administration see tremendous opportunity for U.S. businesses to compete in the Health IT sector. According to the World Bank, the global Health IT industry is expected to grow to \$250 billion dollars by 2015.
- We're seeing opportunities in markets from the European Union and the Middle East to China and Japan. Many organizations here today have worked hard to develop the tools, products, and services to assist in meeting this demand.
- The United States has made significant progress during the past several years in putting together a regulatory and incentive-based system to encourage adoption of electronic health records and digitization of health data and images.
- Our trading partners are also working to institute electronic systems designed to meet the health needs of their citizenry. They are moving forward on Health IT initiatives and implementation, providing you an opportunity

Panel Discussion – Administration Priorities in Health IT

Moderator: Michael Masserman, Executive Director for Export Policy, Promotion and Strategy, International Trade Administration

Claudia Williams, Health IT Liaison, White House Office of Science and Technology Policy

- There are two main problems in the health IT sector today – first, no one is being paid to deliver quality and second, there is no data to measure quality.
- If we target the innovation opportunities in this sector, we have an opportunity to fix these problems and, as a result, shift the importance from volume to value.
- We have already seen dramatic adoption of health IT in the US – more than 50 percent of health care providers and 85 percent of hospitals have incentivized meaningful use programs.
- In fact, the increase in the availability of healthcare data as a result of the recent strides in healthcare IT has started a revolution in the analysis of medical providers.
- **Many international markets are primed for a similar boom in the health IT sector.**
- We are not alone in experiencing the challenges of standardization and the need for better tools to analyze data concurrent with a rapidly digitizing health care system. What is clear is that we have an opportunity to modernize the market.

David Muntz, Principal Deputy National Coordinator, Office of National Coordinator, U.S. Department of Health and Human Services

- The health IT sector is further behind others in terms of data.
- Data standardization is difficult because no two patients' cases are identical, which is why it is important to encourage patient engagement.
- The Department of Health and Human Services (HHS) is in the process of working with the Office of the National Coordinator for Health Information Technology (ONC) and others to talk about standards.
- The momentum for standardization and innovation is there – the job is to get the process activated. Patients control the outcome and so they need to be better engaged in the process.
- Visit HealthIT.gov.

Sol Ross, Director of Private Sector Outreach, U.S. Department of Health and Human Services

- The key to finding a way to get patients activated in this process that David Muntz spoke about is to identify the value proposition – to find a less invasive way for patients to self-report healthcare data.
- Adopting meaningful use practices from the Affordable Care Act (ACA) and Electronic Medical Records (EMRs) can help establish baseline data.
- Further collaboration and coordination on the part of the Department of Health and Human Services and the International Trade Administration will certainly promote U.S. healthcare exports.

Question & Answers:

Is there a potential for collaboration with other countries on the Standards Initiative?

- **Muntz:** the single greatest challenge in unifying standards is to properly articulate value propositions to participating governments. The government must incentivize people to

adopt universal standards and to prove to them that there's "something in it for me." It is also necessary to find the right mix to get a "critical mass of users" that will drive the adoption of international standards.

- **Williams:** agreed with Muntz that the momentum in American standards could encourage foreign countries to take advantage of standards. In fact, this international standardization might present a marketing angle to US businesses.

Could we use the U.S. - E.U. Agreements as a roadmap for further cooperation on health IT standards – perhaps including it in trade negotiations like Trans-Atlantic Trade and Investment Partnership (TTIP)?

- **Ross:** It makes sense for the US to leverage the U.S. – E.U. Agreements as a roadmap for further cooperation like the TTIP, but this is not certain.

Dell Healthcare – a provider of cloud services for the Health IT sector – acknowledged two significant issues in expanding into foreign markets. First, foreign countries are hesitant to have data transferred outside of their borders. Second, Dell has experienced significant pushback from foreign countries on the Patriot Act – specifically, foreign countries are concerned that data stored in a U.S. company can be accessed and mined by the U.S. Government.

- **Williams:** this is an issue that needs to be further explored.

Has the U.S. Government identified any unintended consequences of trade policy that businesses should think about when exporting?

- **Williams:** It is necessary to ensure that IT systems properly secure sensitive healthcare information. To promote data safety, government and industry must develop a problem solving relationship. One challenging issue that needs to be further addressed and investigated lies with the issue of disseminating discoveries made using patient data.

How can the U.S. Government help companies set standards for workforce education?

- **Muntz:** HHS has worked to develop a curriculum for educating the U.S. workforce to take advantage of the rapidly growing health IT space in over 100 countries and 6 continents. HHS will continue to try to identify new resources for the private sector even once the existing grants are depleted.

Are there any mechanisms in place to make the international community more comfortable with the Electronic Health Record (EHR) Code of Conduct?

- **Muntz:** 42 HIT providers have already adopted the code and the USG is exploring additional means to make the EHR Code of Conduct more comfortable to the international community.

Session #1 – In-Depth Overview of Health IT Sector and Services Available to Help Companies Export

Moderator: Geoff Jackson, Director for Policy and Program and Regional Director for East Asia, U.S. Trade and Development Agency

- USTDA's mission is to help companies create U.S. jobs through the export of U.S. goods and services for priority development projects in emerging economies. USTDA links U.S. businesses to export opportunities by funding project planning activities, pilot projects, and reverse trade missions while creating sustainable infrastructure and economic growth in partner countries.
- USTDA works closely with partner agencies to develop a successful program that matches U.S. commercial solutions to the development needs of our partner countries. For example, USTDA works with the Commerce Department's Advocacy Center to identify new reverse trade missions and grant opportunities.
- The U.S. –China Healthcare Cooperation Partnership (HCP) was announced in 2011 during Hu Jintao's State visit to the U.S. It is public-private partnership that joins USTDA, HHS, Commerce (ITA) with China's Ministry of Health (MOH) and Commerce (MOFCOM). HCP is a platform that brings private sector and government resources together to promote health system development, cooperation, and trade between the US and China. The initial launch of HCP was led by 18 U.S. companies and six supporting organizations. HCP membership has since expanded to include 33 companies and 9 non-profit organizations and associations. The American Chamber of Commerce in China serves as host for the initiative and provides office space for the HCP secretariat and U.S. executive director.
- USTDA along with Commerce and HHS has supported multiple activities under the HCP. However, most recently for example it supported a training program late last year to introduce senior Chinese healthcare executives to U.S. healthcare IT applications, medical equipment and services, advanced management techniques, and healthcare policy initiatives. The U.S. industry members of the HCP developed the curriculum and provided cost sharing for the training.

Matthew Hein, International Trade Specialist, Manufacturing and Services, International Trade Administration

- The Manufacturing and Services (MAS) Health IT Team draws from the knowledge bases of three different offices (Health and Consumer Goods, Technology and E-Commerce, and Services) to develop an integrated perspective of the Health IT sector and the wide-ranging trade issues affecting companies seeking to export Health IT products and services.
- ITA engages with the private sector to determine countries and sectors of interest, market barriers and opportunities to increase exports across many sectors. ITA seeks to expand and improve the resources and services available to companies looking to export for the first time or expand their global footprint.

Michelle Ouellette, Senior International Trade Specialist, Boston U.S. Export Assistance Center, Commercial Service, International Trade Administration

- The Commercial Service staff provides [local services](#) in trade counseling, market research, matchmaking, Gold Key Service (due diligence on local companies), research (export.gov), credit and background checks, support for trade missions and other resources.
- Companies also have a resource in the [Advocacy Center](#), which helps to ensure that sales of U.S. products and services have the best possible chance competing abroad. Advocacy assistance is wide and varied but often involves companies that want the U.S. Government to communicate a message to foreign governments or government-owned corporations on behalf of their commercial interest, typically in a competitive bid contest.

Questions & Answers:

Are there examples of training programs in other industries that have been successful?

- **Hein:** The Market Development Cooperator Program (MDCP) within MAS is a very successful program that has been used in other industries to educate officials and potential partners in other countries about the products and services available from U.S. companies. MDCP annually awards several multi-year cooperative agreements between ITA and organizations such as trade associations, chambers of commerce, and state trade departments to help small and medium-sized enterprises increase their exports to targeted foreign markets.

How has the growth in mobile technology and use of cellphones impacted medical technology?

- **Hein:** This is an area that needs to be explored further, especially when considering that the rate of mobile adoption worldwide is four times that of computer sales. The growth of mobile devices will be the driver of health IT adoption.

Session #2 – Company Experiences Exporting Health IT—Successes and Lessons Learned

Moderator: Carla Smith, NCNM, FHIMSS, Executive Vice President, HIMSS

- HIMSS has lots of data available to provide insight into foreign markets and will be releasing a dimensional model in July that will act as a framework for further discussion of value of data in health IT space (how to deal with clinical and business intelligence in terms of health IT).

Marc Perlman, Global Vice President, Healthcare and Life Sciences, Oracle

- Trade missions have been the most effective in exporting health IT. Having full-day education sessions on “best practices” as well as working closely with and holding events at the residences of Ambassadors, have been keys to success.

- Also, utilizing U.S. Government resources – talking to trade specialists, especially relating to vetting potential business partners has been very valuable.
- Generally speaking, working with the U.S. Government gives a company presence and credibility in foreign countries that helps with tenders and successfully breaking into markets.
- This goes to show the need for continued government assistance to remove trade barriers.

Alice Borrelli, Director of Global Health and Workforce Policy, Intel

- There are challenges to being an international company. –
- 75% of Intel’s products are made in the US and 75% of Intel’s products are sold abroad.
- It is important to start overturning traditions and regulations in other countries (such as Brazil and China) that make doing business in the health IT sector more difficult.
- As some panelists mentioned before, we need to have greater patient engagement and patient generated data sharing to have a more holistic view of patient’s health data.
- We need to standardize the presentation of genomic information for general use – and there are already 70 organizations globally working to standardize and share this data. Going forward, the two main things the U.S. Government can do for the health IT industry are (1) providing webinars on results in the U.S. in relation to these health IT problems that can be shared with foreign partners and (2) engaging in deeper conversations with the sector on interoperability problems and how to increase the incentives to deal with these issues.

Tim Lindeman, Vice President, President and CEO, Dimensional Insight

- Dimensional Insight is a small company – about 130 worldwide staff – and exports make up 30 percent of the company’s revenue.
- Exporting – especially in China – has been a challenging experience, but with the help of ITA resources, it has been possible to deal with issues such as a low price base and the low value of software (due to the emphasis placed on bundled services) in the Chinese market.
- ITA has provided Dimensional Insight with the resources to build a stronger relationship with the Chinese government, to participate in the Gold Key Matching program and the opportunity to partake in single company promotions in France, Brazil and others.

Questions & Answers:

How can the U.S. Government provide clear parameters for [Health IT] companies to address the size and analytics of a sector or market?

- The USG is currently working to gather data to help address this area.

How does the U.S. Government help companies with market entry barriers – for example in Africa?

- There is work being done on cross-border sharing, which has become a challenging issue. To help settle this issue, U.S. legislation is necessary to make further progress.

What are the barriers for going into Africa, and what are the ways in which the USG helps companies begin to export to Africa?

- In an effort to help spur growth and take advantage of the opportunities in the region, the Administration launched the Doing Business in Africa (DBIA) Campaign in November 2012. The [DBIA Campaign](#) is harnessing federal trade promotion and financing capabilities to help U.S. businesses both identify and seize upon trade and investment opportunities, furthering the United States' commercial relationship with Africa.
- The Department of Commerce promotes government procurement in Africa. Commerce is available to help US companies get the best government procurement deals possible.
- Also, the American Bar Association (ABA) is working with the international bar association on licensure.

From past experience, has working with academic medical institutions, such as university hospitals, helped companies get their foot in the door in local markets?

- That route is one potential option, and the market pertaining to academic medical institutions is worth focusing on, but there needs to be more research in regards to using these institutions as footholds to exports.

Session #3 – Small/Medium Sized Companies— Target Markets, Priorities and Partnership Opportunities

Moderator: William Rowland, Export Finance Officer, Global Business Development Division, Export-Import Bank

- Ex-Im Bank offers a range of financing solutions for U.S. exporters and foreign buyers to expand trade between the United States and other countries. These programs offer increased access to working capital, protection against commercial and political risk, and the ability to offer financing on competitive terms. Ex-Im is working to expand access to trade financing for exporters to ensure the most efficient delivery of its services to small, medium and large companies in the Health IT sector.
- Visit Exim.gov.

Robin Wiener, CEO, Get Real Health

- As a small company – around 60 employees – focused on patient engagement, we have found partnerships are the key to getting a foot in the door in international markets.
- Partnering with larger companies – for us, Microsoft and others – has allowed us to integrate our software into their product and have access to international opportunities that we otherwise would not.

- Many countries face similar problems to the U.S. in terms of needing help when it comes to educating patients, providers and hospitals about available services. Concerns about data privacy are a potential source of friction abroad and addressing this can perhaps be one solution.

Justin Barnes, Vice President, Industry and Government Affairs, Greenway Medical

- Government events, such as this, give business leaders the confidence boost to go global.
- Understanding the resources available to help in the process reassures small companies that exporting is not too big of a goal to tackle.
- Leveraging the resources and opportunities ITA has presented has been incredibly helpful. As well as taking advantage of partnerships, using ITA's market research has been very beneficial.
- From the U.S. Government we could use more targeted market research, help with navigating the legal process, support with data sharing and holding issues and continued support.

Questions & Answers:

There seem to be enormous opportunities for small businesses to export – how did your companies prioritize where and determine when to export?

- **Wiener:** When determining when and where to export, partnerships provide a valuable opportunity to work with another business/company that knows the foreign market better. Partnerships can be necessary when exporting to certain foreign markets.
- **Barnes:** In a globalized world, international expansion should always be on a company's radar. To do this, a company needs the right support structure and B2B partnerships are one way to build the right support structure.

Looking back, what were some mistakes that your company made when first going into the international market?

- **Barnes:** The most important mistake to avoid can be solved by having someone based in the market that the company wants to export to. This person should have extensive knowledge of the foreign market, especially knowledge of local customs rules.

How has your company dealt with localization issues?

- **Barnes:** Localization issues can be tough to deal with, but fortunately the ITA helps extensively with their commercial service officers located in over 70 countries. Moreover, the company could consider building a product with language options in order to overcome the language barrier. Also, companies should look out for local system integrators.

What are some examples of how your company has been proactive or reactive to exporting?

How long did it take until your company's first sale cycle was reached?

- **Weiner:** There are many ways for a company to be reactive and proactive. In regards to customer preferences, the company needs to be reactive. In terms of public-private partnerships (PPP), the company needs to be proactive.

To what extent have you found exporting helpful in meeting your financial and profit goals?

- **Weiner:** Exports have been very profitable. For SMEs, exports provide an additional revenue stream, which can help the company grow.
- **Barnes:** So far, exporting has been very profitable.

How does the U.S. Export-Import Bank help companies with risk mitigation insurance?

- **Rowland:** ExIm has products to help take the risk off companies when making international transactions. With qualified lenders and under qualified circumstances, ExIm will back a transaction up to 95 percent.

Contact Information

Welcome and Introductions

Bert Kaufman, Executive Director, *Business Forward*.

Website: <http://www.businessfwd.org/about/our-team/bert-kaufman>

Email: bsussman@businessfwd.org

Michael Masserman, Executive Director for Export Policy, Promotion and Strategy, *International Trade Administration*.

Website: <http://trade.gov/press/bios/masserman.asp>

Email: michael.masserman@trade.gov

Panel Discussion

Claudia Williams, Health IT Liaison, *White House Office of Science and Technology Policy*

Website: <http://www.healthit.gov/newsroom/claudia-williams>

Email: Claudia_H_Williams2@ostp.eop.gov

David Muntz, Principal Deputy National Coordinator, Office of National Coordinator, *U.S. Department of Health and Human Services*.

Website: <http://www.healthit.gov/newsroom/david-muntz-mba>

Email: David.Muntz@hhs.gov

Sol Ross, Director of Private Sector Outreach, U.S. Department of Health and Human Services

Website: <http://www.businessfwd.org/speakers/sol-ross>

Email: sol.ross@hhs.gov

Session #1

Geoff Jackson, Director for Policy and Program and Regional Director for East Asia, *U.S. Trade and Development Agency*

Website: <http://www.ustda.gov/about/bios/jacksonbio.asp>

Email: gjackson@ustda.gov

Matthew Hein, International Trade Specialist, Manufacturing and Services, *International Trade Administration*.

Email: Matthew.Hein@trade.gov.

Michelle Ouellette, Senior International Trade Specialist, Boston U.S. Export Assistance Center, Commercial Service, *International Trade Administration*

Website: http://export.gov/massachusetts/contactus/eg_us_ma_028961.asp

Email: Michelle.Ouellette@trade.gov

Session #2

Carla Smith, NCNM, FHIMSS, Executive Vice President, *HIMSS*

Website: <http://press.himss.org/leadership/himss-executive-bios/carla-smith-ma-cnm-fhimss>

Email: csmith@himss.org

Marc Perlman, Global Vice President, Healthcare and Life Sciences, *Oracle*

Website: <http://www.oracle.com/us/corporate/press/Spokespeople/marc-perlman-423418.html>

Email: marc.perlman@oracle.com

Alice Borrelli, Director of Global Health and Workforce Policy, Intel Corporation.

Email: alice.b.borrelli@intel.com

Tim Lindeman, Vice President, President and CEO, Dimensional Insight.

Email: tindeman@dimins.com

Session #3

William Rowland, Export Finance Officer, Global Business Development Division, Export-Import Bank.

Email: william.rowland@exim.gov

Robin Wiener, CEO, Get Real Health.

Email: robin@getrealhealth.com

Justin Barnes, Vice President, Industry and Government Affairs, Greenway Medical.

Email: justinbarnes@greenwaymedical.com