

eHEALTH INITIATIVE

MEMBERSHIP OVERVIEW



Our Work

eHI convenes executives from every stakeholder group in healthcare to discuss, identify and share best practices that are transforming the delivery of care using health data, technology and innovation. eHI conducts research and education, while advocating for public policies that improve population health.



Key Focus Areas



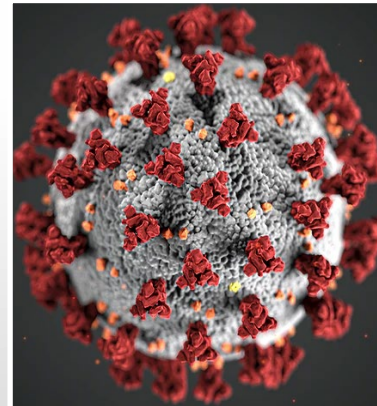
Consumer Privacy
Framework for Health
Data



Virtual Care,
Reimbursement &
Information Blocking



Analytics, Social
Determinants of Health
(SDOH) & Artificial
Intelligence



COVID-19 Best Practices
& Education

eHealth Initiative Members





Member-Only Working Groups

(open to all member organization staff)

SDOH and Data Analytics: Exploring areas of collaboration between health care and public health to combat COVID-19 and address SDOH. The group will meet to share lessons learned and recommendations to move forward. Discussion topics will include data sharing, performance evaluation, comprehensive community wellness and improved linkages between healthcare and social services. To join this group, please contact Wanneh@ehidc.org.

Health IT Policy: In 2021, health policy issues will be a top priority for the new Biden Administration and 117th Congress. Each month members will discuss current legislation and regulatory issues and the impact on health IT and digital health. To join this group, please contact Catherine@ehidc.org.

Privacy: Member will discuss the health-privacy related topics that the new administration is tackling, including movement toward a new comprehensive national data privacy law. To join this group, please contact Alice@ehidc.org.



Executive Leadership Opportunities

(appointments must be approved by eHI's Board of Director)

Board of Directors: Board members serve as an ambassador for the organization, enhance the organization's external image, and recruit other stakeholders to join who are leading in healthcare. The board takes an active role in fundraising by identifying funding opportunities, donating funds to eHI programs, or recruiting new members.

Leadership Council (LC): The LC is a prestigious group of senior level executives who meet quarterly to share best practices and discuss trending issues affecting healthcare and digital health.

The Policy Steering Committee (PSC) The PSC represents the various stakeholders in healthcare. The group reviews, debates and comments on current and pending regulations, legislation and other key issues impacting healthcare today. The PSC must find consensus from each stakeholder group in healthcare before making a public comment.



Recent Research

- REPORT: *Guiding Principles for Ethical Use of SDOH Data During COVID-19*
- REPORT: *Supporting American Indian & Alaskan Native Communities Combating COVID-19*
- REPORT: *Insights from Pharma: Addressing Social Determinants and Advancing Health Equity*
- REPORT: *Consumer Privacy Framework for Health Data*
- RESEARCH: *eHealth Initiative Releases Survey on ONC and CMS Final Rules*



Sample Member Education



SDOH

- Identifying and Quantifying the Impact of Social Determinants of Health
- Federal & State SDOH Initiatives During COVID-19

ANALYTICS & AI

- AI and Machine Learning: Turn Your Data Into Actionable Insights
- Artificial Intelligence to Combat COVID-19

COVID-19

- Contact Tracing: Status, Challenges and Lessons Learned
- A Guide for HIEs Overcoming Data Challenges During the Pandemic
- COVID-19 and Consumer Health Behavior
- Complete Patient Data: New York's Response to COVID-19
- Fireside Chat with Quest Diagnostics

VIRTUAL CARE

- Virtual Care and the Future of Healthcare
- Supporting Providers with Telehealth Strategies and Reimbursement During COVID-19
- COVID-19: Addressing Capacity and Cashflow with Virtual Care

POLICY

- Changes to Privacy Policies and Regulations in the Face of COVID-19
- Breaking Down the Interoperability and Information Blocking Final Rules
- Telepsychiatry Best Practices and Regulatory Priorities
- Advancing an Effective National Privacy Framework for Health Data



Member Promotion & Marketing

eHI has dedicated staff that works to promote news and content that comes from eHI members. Each week, eHI looks for white papers, case studies, press releases and success stories from our member organizations to promote. Our staff is pro-actively promoting your work with tweets, retweets, LinkedIn posts and add content to our homepage under Member News. We have Google alerts set so we know when our members name appears in the media.



Membership Highlights

- All members have the opportunity to co-host one educational webinar.
- Introduction to other members, federal agencies, and industry leaders.
- Participate on a work group (open to all member org staff) and list on your resume.
- Marketing opportunities to promote your press releases, news, and resources, etc.
- Present to the Board & Leadership Council on one of our focus areas.
- Speak on a public webinar as a subject expert.
- Receive monthly policy and legislative summary debriefs.
- Have a senior executive participate on the Leadership Council, an impressive group of 50 thought leaders in healthcare.
- Gain access to members-only survey results and groundbreaking research.
- Use it as a business development opportunity by connecting with potential customer/partners
- Get out in front and strengthen your brand. Enhance your thought leadership.
- Sign-on to comment letters and influence public policy
- Education and training for your staff
- Participate in special collaborative opportunities and partnerships



Membership Fee Structure

eHI's membership fee structure is based on a company's annual gross revenue (see below). The membership begins when payment is received. Membership is on anniversary renewal cycle.

FOR-PROFIT:

- | | |
|---------------------------------|----------|
| • \$25 million and up | \$28,000 |
| • \$10 million and \$25 million | \$11,000 |
| • \$5 million and \$10 million | \$6,000 |
| • Less than \$4 million | \$3,000 |

NON-PROFIT:

- | | |
|--------------------------------|----------|
| • \$10 million and up | \$11,000 |
| • \$5 million and \$10 million | \$6,000 |
| • Less than \$4 million | \$3,000 |



Leadership Council

Amy McDonough, **Fitbit** (*Chair*)

Kristin Ficery, **Accenture**

Michael Thompson, **The Alliance of
Healthcare Purchaser Coalitions**

Leigh Burchell, **Allscripts**

Shari Erikson, **ACP**

Cathy Gates, **ACC**

William Thorwarth MD, **ACR**

Ileana Piña MD, **American Heart
Association**

Ashley Thompson, **AHA**

Roy Schoenberg, **Amwell**

Russ Thomas, **Availity**

Sarah Jones, **Best Buy Health**

Mark Peters, **Bristol-Myers Squibb**

Vincent Nelson, **BCBSA**

Kristine Martin Anderson, **Booz**

Robin Thomashauer, **CAQH**

Kris Joshi, **Change Healthcare**

Adam Pellegrini, **CVS Health/Aetna**

Lee Barrett, **EHNAC**

Greg Cunningham, **Eli Lilly**

Joe Corkery, **Google Cloud**

Alaap Shah, **Epstein Becker Green**

Joe Corkery, **Google Cloud**

Patricia MacTaggart, **GMU**

Carol Owen, **Health Catalyst**

Chuck Jaffe, **HL7**

Marcy Wilder, **Hogan Lovells**

Mona Siddiqui, **Humana**

Eric Sullivan, **Inovalon**

Gary Christensen, **Intersystems**

Carla Cartwright, **J&J**

Drew Ivan, **Lyniat**

Josh Schoeller, **LexisNexis**

Bill Bernstein, **Manatt Health**

Susan Turney, **Marshfield Clinic**

John Blair, **MedAllies**

Laura Semlies, **Northwell**

Jim Weeast, **OhioHealth**

Ian McCrae, **Orion Health**

Ashwini Zenooz, **Salesforce**

David Dexter, **Sonora Quest Lab**

Adnan Qadir, **Surescripts**

David Chess, **Tapestry Health**

Paul L. Uhrig, **The Commons Project**

Drew Schiller, **Validic**

Kevin McRaith, **Welldoc**

Paul Eddy, **Wellmark BCBS**

Sagran Moodley, **United Healthcare**

Sue Murphy, **UChicago Medicine**

Lisa Ide, CMO, **Zipnosis**



Board of Directors



Kristin Ficery, Managing Director, NA Health Practice Lead, **Accenture**

Roy Schoenberg, CEO, **Amwell**

Sarah Jones, VP, Commercial Product, **Best Buy Health**

Kristine Martin Anderson, Executive Vice President, **Booz Allen Hamilton**

Adam Pellegrini, SVP, Virtual Care & Consumer Health, **CVS Health**

Joe Corkery, Head, Product Development, **Google Cloud**

Kris Joshi, President of Network Solutions, **Change Healthcare**

Amy McDonough, Chief Operating Officer, **Fitbit**

Eric Sullivan, Sr VP, Innovation & Data Strategies, **Inovalon**

Laura Semlies, VP, Digital Pt Experience, **Northwell Health**

Bill Bernstein, Partner, **Manatt, Phelps & Phillips, LLP**

Ash Zenooz, MD, SVP & General Manager, Healthcare, **Salesforce**

Paul Uhrig, Chief Administrative Officer, **The Commons Project**

Dan Garrett, Board of Directors, **Welldoc**

Paul Eddy, Chief Digital Officer, **Wellmark BCBS**

Drew Schiller, Chief Executive Officer, **Validic**

Susan Murphy, Chief Experience Officer, **UChicago Medicine**

Amy McDonough, Chief Operating Officer, **Fitbit**

Saurabha Bhatnagar, CMO, **UnitedHealthcare**

Paul Brient, SVP & Chief Product Officer, **Athenahealth**

Josh Schoeller, CEO, **LexisNexis Healthcare**

Mona, Siddiqui, AVP, Clinical Strategy & Quality, **Humana**

Susan Turney, CEO, **Marshfield Clinic**

