Housekeeping

- All participants are muted

- Submit your questions in the **Q&A box**

- You can upvote a question by clicking the **thumbs up** icon

- We will answer as many questions as time allows and follow up the unanswered questions

- Use the chat box for **technical difficulties** and other questions / comments
Agenda & Speakers

1:00 - 1:10 pm  Welcome & Introductions
Wanneh A. Dixon, Director of Programs, Strategy and Development, eHealth Initiative and Foundation

1:10 - 1:40 pm  Discussion of Info Blocking Rules and the Real World Impact
Catherine Pugh, Assistant Vice President of Policy, eHealth Initiative and Foundation
Jennifer Blumenthal, CEO and Co-Founder, OneRecord
Ruby Raley, Vice President of Healthcare, Axway

1:30 – 1:55 pm  Audience Q&A

1:55 - 2:00 pm  Closing Thoughts
eHealth Initiative Members
Our Work

**EDUCATION**
- Expert Roundtables
- Education Programs
- Webinars, Workshops
- Networking
- Receptions
- Surveys Reports

**ADVOCACY**
- Recommendations
- Privacy Policy
- Comment Letters
- Policy Steering Committee (PSC)
- Capitol Hill Briefings
- HHS, FTC, OCR, Relationships
- Hill Meetings

**THOUGHT LEADERSHIP**
- Expert Roundtables
- Advisory Boards, Workgroups
- Grants/Partnerships
- HHS, FTC, OCR, Relationships
- Surveys, Reports
- Expert Faculty
Current Critical Issue Areas

- Consumer Privacy for Health Data
- Virtual Care
- Analytics, Social Determinants of Health (SDOH) & Artificial Intelligence
- COVID-19 Best Practices & Education

www.ehidc.org
Recent Forums & Webinars

COVID-19
- Rapidly Deployed Remote Monitoring for COVID-19
- COVID-19 and Beyond: Telepsychiatry Best Practices and Regulatory Priorities
- Fitbit Talks About Population Health Initiative During COVID-19 Pandemic
- How the Pandemic Influences Consumer Health Behavior
- After the Curve Flattens: What’s Next for Healthcare and COVID-19

Telehealth & Policy
- Maturing Virtual Care in the AI/AN Communities
- Addressing Capacity and Cashflow with Virtual Care
- How to Grow Your Practice with Reimbursement Considerations
- Telehealth during COVID-19: New Strategies on How Physicians are Addressing the Outbreak

Privacy
- What’s Ahead in 2020 for Consumer Privacy?
- HIPAA: What’s Covered and What’s Not Covered?
- Changes to Privacy Policies and Regulations in the Face of the Coronavirus Pandemic - eHI Privacy and Security Webinar Series
- Key Survey Findings from the State of Patient Matching in America
2020 Publications
Important Dates

Webinars
- April 27 - COVID-19 Vaccine Administration & Tracking: Understanding the Privacy Implications
- May 25 – Consumers and Advancements in Data Technology
- May 26 – Interoperability and Physician Burnout

Report Coming Soon!
Maturing Virtual Care in American Indian/Alaska Native Communities

For a full list of virtual events: https://www.ehidc.org/events
Thank You to the Sponsor

axway
Moderator & Panelists

Wanneh A. Dixon
Director of Programs, Development
eHealth Initiative and Foundation

Catherine Pugh
Assistant Vice President of Policy
eHealth Initiative and Foundation

Jennifer Blumenthal
CEO and Co-Founder
OneRecord

Ruby Raley
Vice President of Healthcare
Axway
Background: 21st Century Cures Act

- Sweeping bipartisan health legislation signed into law by President Obama in Dec. 2016
- Health IT provisions focused on interoperability, information blocking, and regulation of health IT
- Frustration that despite govt. investment in adoption of EHRs, there was still a lack of meaningful and useful health information exchange
Fast Forward Three Years

- While the intent of law was to ensure providers have access to their patients’ health info, Trump Administration focused on patients accessing and controlling their own info.

- HHS felt this was key to moving toward true interoperability.
Key Takeaways from ONC Final Rule

- The ONC rule requirements focus on two main areas: HIT certification and information blocking.

- ONC’s only major statutory requirements was to establish exceptions, which they did, that represent ‘reasonable and necessary’ activities that do not constitute information blocking and to establish a public reporting system.

- ONC went a step further than statute to require actors to make electronic health information (EHI) available to patients – and any entity of their choosing, including third-party applications – via a certified application programming interface (API).
Key Takeaways from CMS Final Rule

- CMS is requiring Medicare Advantage organizations, Medicaid and CHIP FFS programs, Medicaid managed care plans, CHIP managed care entities, and Qualified Health Plan (QHP) issuers on Federally Facilitated Exchanges (FFEs) to implement and maintain a standards-based Patient Access API. Payers must allow third-party applications to retrieve, with the approval and at the direction of the current enrollee, certain data.

- While Trump HHS used Cures as impetus for new regulations, CMS only major statutory requirement was to establish ‘appropriate disincentives’ for providers who were found to be engaging in information blocking.
Key Regulations on Price Transparency

- Oct. 2020 HHS final rule requiring payers to disclose price and cost-sharing information

- HHS hospital price transparency rule (now in effect) that requires hospitals to provide pricing information online as a machine-readable file and display shoppable services in a consumer-friendly format
  - Hospital groups have filed suits to block the rule – future TBD
What’s Next?

- Increasing transparency and a consumer-centric health care system is bipartisan
  - Last week, bipartisan House Committee leaders sent a letter to HHS Secretary Becerra urging him to enforce hospital transparency rule

- More consumer-friendly regulations!
  - The No Surprises Act - passed in December – bans so-called “surprise billing” beginning January 1, 2022
  - HHS will need to promulgate rules to enforce this year
eHI Axway OneRecord
Transforming Infrastructure to Power Consumer Health

April 22, 2021
Axway

Axway is an enterprise integration platform leader that empowers businesses to securely accelerate digital transformation, create captivating customer experiences, collaborate better, and speed innovation.

Axway powers integration, experience, marketplace and governance services. No matter where you are on your digital journey Axway can help you do more with what you have. We accelerate our customers API-First journey and deliver a scalable secure integration platform.

Ruby applies her unique market insight and perspective to help customers tackle the challenge of digital transformation and opening their platforms to deliver brilliant experiences and reduce costs.

Ruby Raley @ rraley@axway.com
What is a third party application?

**Mobile apps**
Apps that fit in your pocket and make life better

**Browser extensions**
Apps that make the browser experience that little bit better

**Data visualization**
Presenting data in an easy to understand way

**Web apps**
Apps that live on the internet

**3rd Party integrations**
Plug-ins that integrate with your favorite tools

**Desktop apps**
Apps to super-charge your desktop
The Opportunity

Make it simple for the user with a streamlined experience for finding the payer, connecting to the portal, and retrieving their records.

<table>
<thead>
<tr>
<th>Brand/Search</th>
<th>Authorization</th>
<th>FHIR Retrieval</th>
<th>Staying Current</th>
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<tbody>
<tr>
<td>Understand the terms that each payer’s members will use to find the payer</td>
<td>Understand how the search terms will relate to the member portal(s)</td>
<td>Understand how the member portals will need to redirect to the FHIR server(s)</td>
<td>Leverage processes and tooling to keep the consumer app up to date with changes in the payer org or vendor relationships</td>
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</table>
Help Members discover and use your FHIR API
Open FHIR APIs need a Strong Infrastructure

Brilliant Experiences and Flawless Delivery require API Management

Register
- Simplified onboarding
- Standard and Secure protocols
- Developer Management
- Automated Notifications/feeds

Discover
- Easy to find (marketplace)
- Getting started “guide”
- Seamless subscription to APIs
- Sandbox testing
- Request for production access

Manage
- Monitoring application to API access
- Application and key management
- Token and scope validation
- Redaction and compliance
- Proactive alerting and notifications
- Version management
THANK YOU FOR JOINING US TODAY!