Community Betterment Through HIE

“Engaging Community Stakeholders to Create a Sustainable, Large-Scale HIE”

NeHII Current Status
Broadband Webinar
February 15, 2012
What is an HIE?

- Non-Profit Organization
- Collaboration of Diverse Group of Stakeholders Created to Improve Patient Safety and Care While Controlling Costs
- Umbrella Connection Between All the EMRs – Emphasis on Interoperability!
- Universal Portal and Vendor Agnostic
- HIE Services Similar to Web Services
What is NeHII?

• One of the first state-wide HIEs in the country
  ▫ 4 health systems in the pilot, nearly 2.0 million lives

• One of the first to offer full functionality
  ▫ eRx, Clinical Messaging, Physician Referral

• One of the most efficient virtual models in the country

• Originally intended for treatment and payment purposes and now adding public health reporting to meet Meaningful Use requirements
NeHII in the News

- Managed Healthcare Executive – March 2012 – Article on Health Information Exchange

- Information Week – October 2011 – 14 Rural Hospitals Join Nebraska Health Data Exchange

- Ignite Magazine – Fall 2011 – Network of Networks: The Future of HIEs

- HealthLeaders Magazine – September 2011 – Jump Into HIEs Now or Wait for the Winning Model?

- Nebraska Medicine – Winter 2011 – Entire publication outlining NeHII
NeHII in the News

- Journal of AHIMA – June 2010 – Virtual Record - Nebraska HIE Offers Light Solution for Robust Data Exchange


- HIMSS HIE Lights – February 2011 - A Revenue-Sharing Model with a Promise

- HIMSS HIE Lights – May 2011 - Two Pharmacies Join NeHII

NeHII Statistics (As of February 10, 2012)

- Patients in the System: 2,000,679
- Physicians & Staff:
  - Using the Virtual Health Record (VHR): 1,670
  - Using the EMR: 361
- Percentage of Requests Completed in Less than 2 Seconds: 95.81%
- Number of ePrescriptions: 104,111
- Number of Results Sent to the Exchange:
  - LAB: 20,447,573
  - RAD: 4,384,467
  - Transcription: 3,578,291
  - Total: 28,410,331
NeHII Total Users*

*Users include MDs, PAs, APRNs, RNs, MAs, and staff
NeHII Opt-Out Rates

Month/Year

Percentage

Nebraska Health Information Initiative
NeHII Pilot & Milestones

- Pilot Phase
  - Initiated February 16, 2009
  - Completed June 30, 2009

- NeHII Framework for Statewide HIE
  - Based on Hybrid Federated Model
  - HIPAA Compliant
  - Uses **Elysium** Software Developed by **Axolotl**
  - CCHIT Certified
  - Website: [www.nehii.org](http://www.nehii.org)
  - Statewide Rollout Began July 2009
  - State Designated Integrator Received September 2009
  - 501(c)3 Status Received November 2009
NeHII, Inc. Business Model

- Non-Profit NE Corporation
- Owned by NeHII Collaborative
- Managed by Board of Directors

- Operations
  - Funded by License Fees Paid by Participants to NeHII, Inc.
  - Sustainable

- Implementation
  - Funded in part via Class B Membership Fees (one-time)
  - Grant from Nebraska Information Technology Commission (NITC)
Current NeHII Participant Status

- Current Participant List
  - Alegent Health
  - Children’s Hospital & Medical Center
  - Methodist Health System
  - The Nebraska Medical Center
  - Mary Lanning Memorial Hospital
  - BlueCross BlueShield of Nebraska
  - Creighton Medical Center
  - Great Plains Regional Medical Center
NeHII Participation Status

- Updates
  - Regional West, Scottsbluff, NE – February 2012
  - Lincoln, NE Health Systems
  - CAH Participation
  - Approaching 1,900 Total Users
  - Future Participant Targets
Elysium

Log In

New Users Start Here

Download the Elysium Print Program
Welcome to the Elysium Community VHR

To open a patient chart, click on the Find a Patient button above and complete the search page.

For administration functions select the Administration link at the top of the page.

For help using Elysium Community VHR, click on the Help link at the top of the page.

VHR User Manual
Demographics:
Last Name: nehii
First Name: grapie
Middle Initial: 
Date of Birth: 04/05/1926 (mm/dd/yyyy)
Gender: 

Administrative:
Medical Record #: 
Encounter/Visit #: 
Facility: 

Financial:
Insurance Policy #: 
Insurance Company: 

(*)- primary search terms

[Search] [Clear All] [Cancel]
ACCESS RESTRICTED BEYOND THIS POINT

Name: NEHIl, GRAPIE  Age: 85 Years  Born: 05-Apr-1926  Sex: F  Elysium ID: 000323290013

Consent to Access  Yes

Usage Terms and Conditions
I am accessing this patient information for treatment or payment purposes and agree to the NeHil Terms of Use.

IMPORTANT NOTE: The patient information available through the NeHil system may not include the following categories: alcohol and substance abuse treatment program records, records of emergency protective custody proceedings, records of predictive genetic testing, HIV testing information, mental health information and, for minors, records of STD testing and treatment (including HIV testing) and diagnosis and treatment of suspected abuse by a parent, guardian or personal representative. In addition, some NeHil data providers may choose to hold back additional information as a matter of policy. This list of excluded patient information may be changed from time-to-time and by individual NeHil data providers. For the complete medical record, please contact the appropriate organization.

- Accept Usage Terms and Conditions
- Decline Usage Terms and Conditions

Continue  Cancel
Elysium FINAL LAB RESULTS FROM ABC LAB

- NEHII, GRAPIE ID: 456789[GEN]  DOB: 04-Mar-1926 Age: 85 Years Sex: F Phone: (831)423-903
- Ordered ROUTINE by Josepha Contreras, MD

**CBC/PLATELETS/COMPREHENSIVE ME...**

<table>
<thead>
<tr>
<th>Observation</th>
<th>Value</th>
<th>Reference Range</th>
<th>Units</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE CELL COUNT</td>
<td>9.5</td>
<td>3.8-10.8</td>
<td>THOUS/MCL</td>
<td></td>
</tr>
<tr>
<td>RED CELL COUNT</td>
<td>3.62</td>
<td>3.80-5.10</td>
<td>MILL/MCL</td>
<td></td>
</tr>
<tr>
<td>HEMOGLOBIN</td>
<td>7.2</td>
<td>11.7-15.5</td>
<td>G/DL</td>
<td></td>
</tr>
<tr>
<td>HEMATOCRIT</td>
<td>4.5</td>
<td>35.0-45.0</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>MCV</td>
<td>68</td>
<td>80.0-100.0</td>
<td>FL</td>
<td></td>
</tr>
<tr>
<td>MCH</td>
<td>4.9</td>
<td>27.0-33.0</td>
<td>pg</td>
<td></td>
</tr>
<tr>
<td>MCHC</td>
<td>29.3</td>
<td>32.0-36.0</td>
<td>g/DL</td>
<td></td>
</tr>
<tr>
<td>RDW</td>
<td>16.6</td>
<td>11.0-15.0</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>PLATELET COUNT</td>
<td>382</td>
<td>140-400</td>
<td>THOUS/MCL</td>
<td></td>
</tr>
<tr>
<td>MPV</td>
<td>10.0</td>
<td>7.5-11.5</td>
<td>FL</td>
<td></td>
</tr>
<tr>
<td>NEUTROPHILS</td>
<td>81</td>
<td>40-75</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>LYMPHOCYTES</td>
<td>7</td>
<td>20-45</td>
<td>%</td>
<td></td>
</tr>
<tr>
<td>Result</td>
<td>Ordered By</td>
<td>Clinical Date</td>
<td>From/To</td>
<td>Attending Physician</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>--------------</td>
<td>------------------------</td>
<td>---------</td>
<td>---------------------</td>
</tr>
<tr>
<td>CBC/PLATELETS/COMPREHENSIVE</td>
<td>J Contreras</td>
<td>12/10/2006 5:05:00 PM</td>
<td>ABC Lab</td>
<td></td>
</tr>
<tr>
<td>URINE CULT - COLONY COUNT</td>
<td>J Contreras</td>
<td>7/29/2006 7:25:00 PM</td>
<td>ABC Lab</td>
<td></td>
</tr>
<tr>
<td>CYTOPATHOLOGY REPORT - PAP smear</td>
<td>T Morningstar</td>
<td>7/23/2006 6:35:00 PM</td>
<td>ABC Lab</td>
<td></td>
</tr>
<tr>
<td>CBC/PLATELETS/RETICULOCYTES</td>
<td>J Sullivan</td>
<td>2/5/2006 6:25:00 PM</td>
<td>ABC Lab</td>
<td></td>
</tr>
<tr>
<td>URINE CULT - COLONY COUNT</td>
<td>J Contreras</td>
<td>7/29/2004 7:25:00 PM</td>
<td>Dr PCP</td>
<td></td>
</tr>
<tr>
<td>URINE CULT - COLONY COUNT</td>
<td>J Contreras</td>
<td>7/29/2004 7:25:00 PM</td>
<td>Dr PCP</td>
<td></td>
</tr>
<tr>
<td>CBC/PLATELETS</td>
<td>J Sullivan</td>
<td>4/27/2004 1:00:00 PM</td>
<td>Dr PCP</td>
<td></td>
</tr>
<tr>
<td>CBC/PLATELETS</td>
<td>J Contreras</td>
<td>3/19/2004 6:50:00 PM</td>
<td>Dr PCP</td>
<td></td>
</tr>
</tbody>
</table>
### Vital Signs

<table>
<thead>
<tr>
<th>Group/Element</th>
<th>Time Axis:</th>
<th>12/10/06 05:05 PM</th>
<th>07/29/06 07:25 PM</th>
<th>02/05/06 06:25 PM</th>
<th>07/29/04 07:25 PM</th>
<th>04/27/04 01:00 PM</th>
<th>03/19/04 06:50 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>HCT</td>
<td>Horizontal</td>
<td>24.5</td>
<td>41.3</td>
<td>37.4</td>
<td>40.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PROTEIN-TOTAL</td>
<td></td>
<td>6.9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUN</td>
<td></td>
<td>23</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MCV</td>
<td></td>
<td>68</td>
<td>83</td>
<td>88</td>
<td>89</td>
<td></td>
<td></td>
</tr>
<tr>
<td>URINE PROTEIN</td>
<td></td>
<td>NEGATIVE</td>
<td>TRACE</td>
<td>TRACE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ALT</td>
<td></td>
<td>9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LYMPHOCYTES</td>
<td></td>
<td>7</td>
<td>9</td>
<td>11</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PLATELETS</td>
<td></td>
<td>382</td>
<td>273</td>
<td>213</td>
<td>285</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HEMOGLOBIN, URINE</td>
<td></td>
<td>NEGATIVE</td>
<td>TRACE</td>
<td>TRACE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BILIRUBIN</td>
<td></td>
<td>0.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WBC</td>
<td></td>
<td>9.5</td>
<td>8.2</td>
<td>6.4</td>
<td>9.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RBC</td>
<td></td>
<td>3.62</td>
<td>4.95</td>
<td>4.23</td>
<td>4.57</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Consent to Access

Given to Provider: Support  Updated By: Connie Pratt  Workgroup: NeHii Administration Workgroup  On: 05/03/2011 10:20:40 AM CDT  Supporting Document

Basic

Name: NEHII, GRAPIE  Gender: F  Age: 85 Years
Address: 8407 MCLELLAN ROAD  Born: 05-Apr-1926  Location:
Santa Anna, CA 90507  Alien Status:
Home:
Mobile:
Preferred Method of Contact:

Medical Insurance Plans

<table>
<thead>
<tr>
<th>Insurance Co.</th>
<th>Plan</th>
<th>Benefit</th>
<th>Member ID</th>
<th>Grp ID</th>
<th>Admin.</th>
<th>Eff.</th>
<th>Exp.</th>
<th>CP</th>
<th>Primary Physician</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE SHIELD PLAN 0200 (PLUS)</td>
<td>-</td>
<td>-</td>
<td>4308457077-000</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$10</td>
<td>DR SMITH</td>
</tr>
</tbody>
</table>

Pharmacy Benefits

There is no pharmacy benefit information available for this patient.

Allergies

<table>
<thead>
<tr>
<th>First Noted</th>
<th>Allergy</th>
<th>Reaction</th>
<th>Group</th>
<th>Reported By</th>
</tr>
</thead>
</table>
### Allergies

<table>
<thead>
<tr>
<th>First Noted</th>
<th>Allergy</th>
<th>Reaction</th>
<th>Group</th>
<th>Reported By</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/08/04</td>
<td>Amoxicillin</td>
<td>Skin Rashes/Hives</td>
<td>Penicillins</td>
<td>D. PCP</td>
</tr>
<tr>
<td>01/08/03</td>
<td>Erythromycin Base</td>
<td>Nausea/Vomiting/Diarrhea</td>
<td>Macrolides</td>
<td>D. PCP</td>
</tr>
<tr>
<td>01/19/09</td>
<td>Nafcillin Sodium</td>
<td>Skin Rashes/Hives</td>
<td>Penicillins</td>
<td>D. Smith</td>
</tr>
</tbody>
</table>

### Medications

<table>
<thead>
<tr>
<th>Started On</th>
<th>Drug Name</th>
<th>Dose Form Strength</th>
<th>Sig</th>
<th>Stop On</th>
<th>Ongoing</th>
<th>Rx By</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/15/04</td>
<td>Amitriptyline HCI</td>
<td>Amitriptyline HCI Tab 10 MG</td>
<td>1 TABLET at bedtime</td>
<td>&gt;&gt;</td>
<td>D. PCP</td>
<td></td>
</tr>
<tr>
<td>10/19/07</td>
<td>Amaryl</td>
<td>Glimepiride Tab 1 MG</td>
<td>1TQD</td>
<td>&gt;&gt;</td>
<td>D. PCP</td>
<td></td>
</tr>
<tr>
<td>01/19/09</td>
<td>Levothyroxine Sodium</td>
<td>Levothyroxine Sodium Tab 100 MCG</td>
<td>1/2 qd am po</td>
<td>&gt;&gt;</td>
<td>D. Smith</td>
<td></td>
</tr>
<tr>
<td>02/24/09</td>
<td>Nafcillin Sodium</td>
<td>Nafcillin Sodium For IV Soln 2 GM</td>
<td>2GMQ6H</td>
<td>&gt;&gt;</td>
<td>D. Smith</td>
<td></td>
</tr>
<tr>
<td>02/25/09</td>
<td>Penicillin G Potassium</td>
<td>Penicillin G Potassium For Inj 2000000 Unit</td>
<td>1MUQ4H</td>
<td>&gt;&gt;</td>
<td>D. Smith</td>
<td></td>
</tr>
<tr>
<td>04/25/11</td>
<td>TEGretol XR</td>
<td>Carbamazepine Tab SR 12HR 200 MG</td>
<td>1TQD</td>
<td>&gt;&gt;</td>
<td>R.A. Cooper</td>
<td></td>
</tr>
<tr>
<td>06/06/11</td>
<td>Ativan</td>
<td>Lorazepam Tab 0.5 MG</td>
<td>1 TABLET QID</td>
<td>&gt;&gt;</td>
<td>C.J. Buda</td>
<td></td>
</tr>
<tr>
<td>08/03/11</td>
<td>NexIUM</td>
<td>Esomeprazole Magnesium Cap Delayed Release 40 MG</td>
<td>1 CAPSULE DAILY</td>
<td>&gt;&gt;</td>
<td>J.D. Deck</td>
<td></td>
</tr>
<tr>
<td>08/12/11</td>
<td>Keppra</td>
<td>Levetiracetam Tab 500 MG</td>
<td>2 tablets po bid</td>
<td>08/11/12</td>
<td>R.E. Steg</td>
<td></td>
</tr>
</tbody>
</table>

### Expired Medications

### Problems

<table>
<thead>
<tr>
<th>Date Diagnosed</th>
<th>ICD-9</th>
<th>Description</th>
<th>Group</th>
<th>Chronicity</th>
<th>Last Noted</th>
<th>Reported By</th>
</tr>
</thead>
<tbody>
<tr>
<td>04/05/01</td>
<td>401.1</td>
<td>BENIGN HYPERTENSION</td>
<td>Essential hypertension</td>
<td></td>
<td>D. PCP</td>
<td></td>
</tr>
<tr>
<td>02/08/03</td>
<td>272.2</td>
<td>MIXED HYPERLIPIDEMIA</td>
<td>Disorders of lipid metabolism</td>
<td>D. PCP</td>
<td>D. PCP</td>
<td>D. PCP</td>
</tr>
<tr>
<td>10/29/07</td>
<td>250.4</td>
<td>DIABETES RENAL MANIFESTATION</td>
<td></td>
<td>D. PCP</td>
<td>D. PCP</td>
<td>D. PCP</td>
</tr>
<tr>
<td>08/08/03</td>
<td>261.4</td>
<td>DIABETES RENAL MANIFESTATION</td>
<td></td>
<td>D. PCP</td>
<td>D. PCP</td>
<td>D. PCP</td>
</tr>
<tr>
<td>Date</td>
<td>Code</td>
<td>Description</td>
<td>Provider</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>--------</td>
<td>---------------------------------------</td>
<td>----------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/09/09</td>
<td>250.0</td>
<td>Diabetes Mellitus WO Comp</td>
<td>D. Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/09/09</td>
<td>428.0</td>
<td>CHF NOS</td>
<td>D. Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/09/09</td>
<td>715.90</td>
<td>Osteoarthros NOS-UNSPEC</td>
<td>D. Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/09/09</td>
<td>244.9</td>
<td>Hypothyroidism NOS</td>
<td>D. Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/09/09</td>
<td>290.13</td>
<td>Presenile Depression</td>
<td>D. Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>01/09/09</td>
<td>401.1</td>
<td>Benign Hypertension</td>
<td>D. Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>05/11/09</td>
<td>E905.3</td>
<td>Hornet/Wasp/Bee Sting</td>
<td>H.A. Sakowski</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Inactive Problems

- Inactive Problems

### Vaccinations

#### Given On
- Pneumococcal Vac Polyvalent
- Tetanus-Diphtheria Toxoids Td
- Tetanus-Diphth-Acell Pertussis
- Pneumovax 23

#### Drug Name
- Pneumococcal Vac Polyvalent
- Tetanus-Diphtheria Toxoids Td
- Tetanus-Diphth-Acell Pertussis
- Pneumovax 23

<table>
<thead>
<tr>
<th>Given On</th>
<th>Drug Name</th>
<th>Dose</th>
<th>Route</th>
<th>Lot</th>
<th>Rx By</th>
</tr>
</thead>
<tbody>
<tr>
<td>05/08/02</td>
<td>Pneumococcal Vac Polyvalent</td>
<td>0.5 ml</td>
<td>SC</td>
<td>112233</td>
<td>D. Urgent</td>
</tr>
<tr>
<td>02/08/05</td>
<td>Tetanus-Diphtheria Toxoids Td</td>
<td>0.5 ml</td>
<td>IM</td>
<td>334433</td>
<td>D. PCP</td>
</tr>
<tr>
<td>01/01/05</td>
<td>Tetanus-Diphth-Acell Pertussis</td>
<td>0.25 ml</td>
<td>SC</td>
<td></td>
<td>D. Smith</td>
</tr>
<tr>
<td>01/01/05</td>
<td>Pneumovax 23</td>
<td>0.25 ml</td>
<td>SC</td>
<td></td>
<td>D. Smith</td>
</tr>
</tbody>
</table>

### Removed Vaccinations

#### Encounters

There is no encounter information available for this patient.

#### Providers

There is no provider information available for this patient.

#### Contacts

There is no contact information available for this patient.

#### Advance Directives

There is no advance directive information available for this patient.
Elysium® Data Flows

Elysium® Server

Physician Office A

Physician Office B

Physician Office C

Patient Index

Provider Directory

Record Locator Service

Reference Lab

Hospital

Radiology Center

Elysium® EMR

Interoperability Hub
NeHII Past & Present Challenges

- Governance Model
- Data Sharing, Participant Agreements
- Privacy/Security Policies
- Operational Manual
- Liability Insurance Coverage
- On-going Recruitment
- Resource Constraints
NeHII Success Factors

- Visionary Physician Leader
- Flexible Committee Structure
- Patient Centered
- Entrepreneurial Approach
- Pilot Study
- Accountability For Milestones
- Site Visits
- Public/Private Collaboration
- Managed Services Model
What About Meeting Meaningful Use Requirements?

- Obtaining Health Information Across the Continuum of Care
  - Medication History
  - Allergy Notification
  - Eligibility Verification
  - Major Problem List
  - Discharge Planning/Re-hospitalization Concerns
  - Vaccinations
  - Advanced Directives
  - State Registries
NeHII Licensing Model

- Licenses
  - Type
    - Physician/Staff
    - Data Provider
      - Hospital
      - Office EMR
      - Health Plan
      - Lab/Radiology
    - HIE/RHIO
      - Subscription
      - Transaction
  - Based On Size of Facility
## NeHII Fee Structure

<table>
<thead>
<tr>
<th>Hospital Size (# of beds)</th>
<th>Cost per month</th>
<th>Annual fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-25 beds</td>
<td>$1,500</td>
<td>$18,000</td>
</tr>
<tr>
<td>26-50 beds</td>
<td>$2,000</td>
<td>$24,000</td>
</tr>
<tr>
<td>51-150 beds</td>
<td>$2,500</td>
<td>$30,000</td>
</tr>
<tr>
<td>151-300 beds</td>
<td>$4,000</td>
<td>$48,000</td>
</tr>
<tr>
<td>301-500 Beds</td>
<td>$8,000</td>
<td>$96,000</td>
</tr>
<tr>
<td>&gt; 500 beds</td>
<td>$12,000</td>
<td>$144,000</td>
</tr>
</tbody>
</table>

### License Costs - Per Month

<table>
<thead>
<tr>
<th>License Costs - Per Month</th>
<th>Physician</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physician Connection</td>
<td>$10</td>
</tr>
<tr>
<td>VHR License</td>
<td>$10</td>
</tr>
<tr>
<td>eRx Only</td>
<td>$10</td>
</tr>
<tr>
<td>EMR</td>
<td>$20</td>
</tr>
<tr>
<td>EMR w/ eRx</td>
<td>$31.66</td>
</tr>
<tr>
<td>Direct</td>
<td>$15</td>
</tr>
</tbody>
</table>
Consumer Awareness Campaign

- Connect the “Docs”

Sharing Information for Better Health Care

Review current Consumer Education Brochure to address public health reporting requirements and secondary use of data
Consumer Awareness Campaign

- Graphic Standards Guide
- Print Ad
- Public Service Announcement Media Kit
- Patient Information Brochure
- YouTube Video, Television/Radio PSA
- Consumer Microsite
Connect the Docs Sample
What does it all mean for healthcare?

- Faster, Better, Less Costly Access to Health IT
  - Delivers healthcare technology/applications at no capital cost
  - Removes financial/technical barriers to adoption; minimizes risk
  - Access to health IT applications as a service over the Web
  - Affordable service fees based on usage (per provider; per study)
  - Levels the playing field for providers regardless of size or location
  - Automates workflows for improved quality of care; reduces errors
  - Reliable service and support 24/7
  - Product and service innovation
  - HIE Sustainability
NeHII Contact Information

- Dr. Harris Frankel (President, NeHII Board of Directors)
- Deb Bass (Executive Director, NeHII)
- Chris Henkenius (Program Director, NeHII)

www.nehii.org
7914 Dodge Street, #356
Omaha, NE 68114

www.bass-inc.com
Deb’s Cell: 402.981.7664
dbass@bass-inc.com