



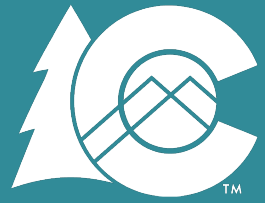
OeHI

Office of eHealth Innovation

# EHEALTH COMMISSION MEETING

VIRTUAL CONFERENCE

July 12, 2023



OeHI

Office of eHealth Innovation

NOTE:

NEW ZOOM WEBINAR LINK

**DIAL IN BY PHONE:**

US: +1 719 359 4580

OR: +1 669 900 6833

WEBINAR ID: 834 3429 8716

IF YOU ARE EXPERIENCING AUDIO OR PRESENTATION DIFFICULTIES DURING THIS MEETING,

PLEASE TEXT ISSUES TO

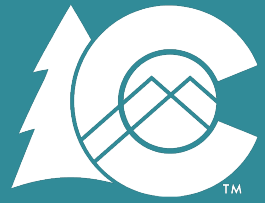
Amanda Malloy: 440-796-8957

<div> <div>July Agenda</div> <div>  <div> <div>OeHI</div> <div>Office of eHealth Innovation</div> </div> </div> </div>		
Title	Start	Duration
<div>Call to Order</div> <ul style="list-style-type: none"> <li>Roll Call and Introductions</li> <li>Approval of May &amp; June Minutes</li> <li>June Agenda and Objectives</li> </ul> <div>Kaakpema “KP” Yelpaala, Chair</div>	12:00	5 mins
<div>Announcements</div> <ul style="list-style-type: none"> <li>OeHI Updates-eHealth Commission Updates</li> <li>Decision Items &amp; Action Items</li> </ul> <div>Stephanie Pugliese, Director, Office of eHealth Innovation (OeHI)</div> <div>eHealth Commission Members</div>	12:05	10 mins
<div>Commissioner Spotlight: Mona Baset</div> <div>Mona Baset, Vice President - Digital Health Services, Intermountain Health</div>	12:10	40 mins
<div>2023 Colorado Health IT Roadmap Progress</div> <div>Stephanie Pugliese, Director, OeHI</div> <div>Karen Shimamoto, Deputy Director, OeHI</div>	12:50	15 mins
Public Comment Period	1:15	5 mins
<div>eHealth Commission Meeting Closing Remarks</div> <ul style="list-style-type: none"> <li>Open Discussion</li> <li>Recap Action Items</li> <li>Future Agenda Items</li> <li>Adjourn Public Meeting</li> </ul> <div>Kaakpema “KP” Yelpaala, Chair</div>	1:20	10 mins

## OeHI and eHealth Commission Updates

- OeHI Team Updates
- Commissioner Updates?

Note: If you are experiencing audio or presentation difficulties during this meeting, please text 440-796-8957



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# Commissioner Spotlight: Mona Baset

*Mona Baset, Vice President, Digital Services, Intermountain Health*



# Powering a Data-Driven Transformation in Digital Patient Access

Mona Baset  
Vice President, Digital Services

July 12, 2023

# Agenda

- About Intermountain Health
- Digital transformation approach – strategy and tech
- Impact on the organization
- Intermountain Health rebrand
- What's next for Intermountain Health

# Intermountain by the Numbers



**7 Primary States<sup>1</sup>**  
(UT, NV, ID, CO, MT, KS, WY)



**60,000+  
Caregivers**



**33 Hospitals**  
Including 1  
Virtual Hospital



**1,049,000  
SelectHealth  
Members**



**\$13.9 billion<sup>2</sup>  
Total Revenue**



**4,800  
Licensed Beds**



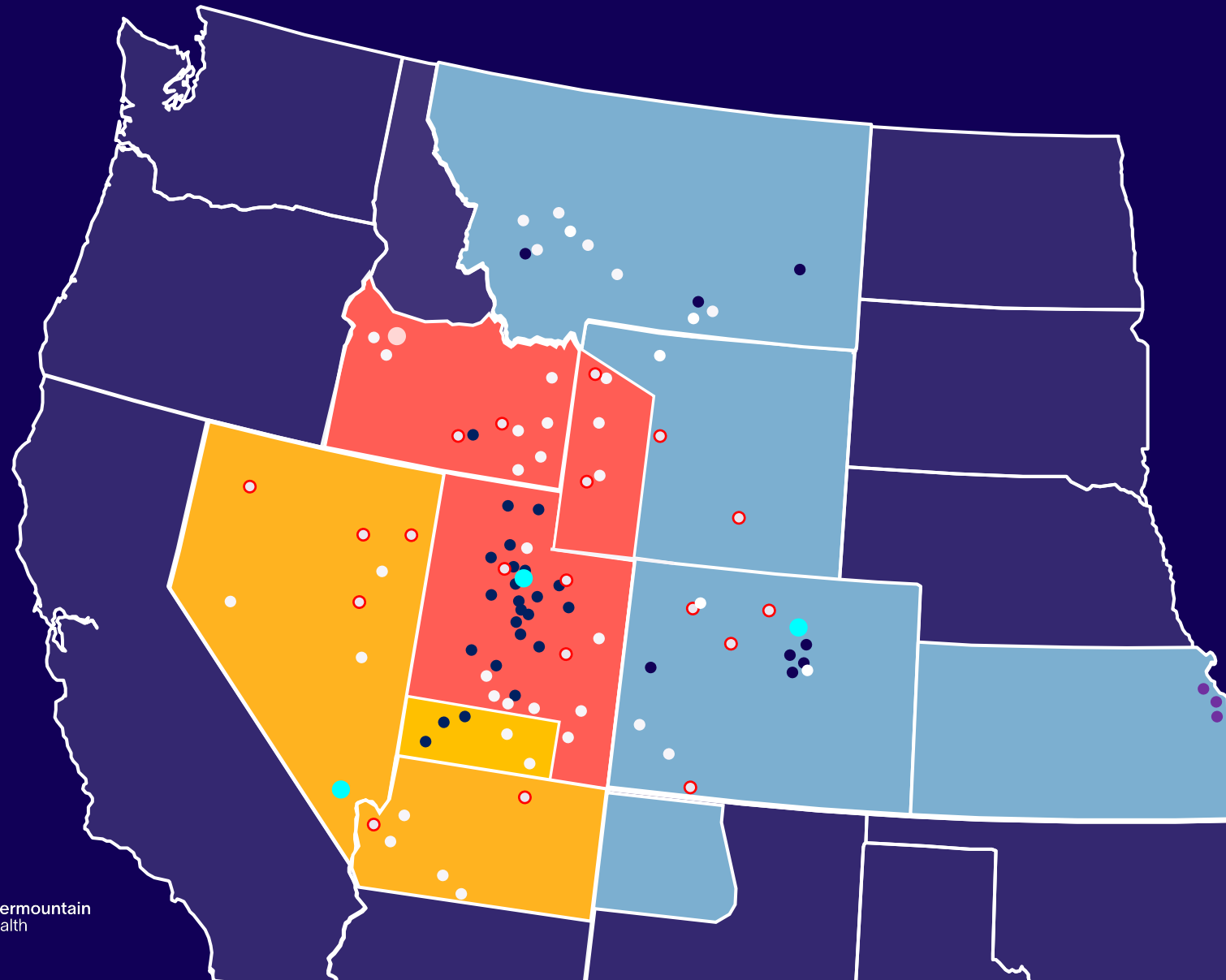
**385  
Clinics**



**3,900 Employed  
Physicians & APPs**



# Intermountain Health Regions



**Desert Region:** Nevada, Arizona, and S. Utah

**Canyons Region:** N. Utah, Idaho and W. Wyoming

**Peaks Region:** Colorado, Kansas, E. Wyoming, Montana, and New Mexico

- Hospitals
- Region HQ
- Saltzer Health
- Affiliate/Outreach Partnerships
- Classic Air Medical Bases
- Legacy SCL Health partner clinics

# Intermountain Health's Strategic Framework

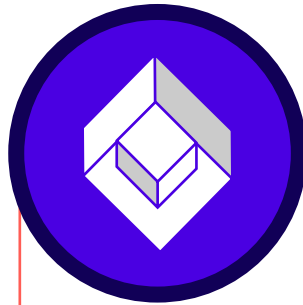
Through our mission and value-focused model, we will:



Provide  
consistent  
clinical  
excellence



Make care  
seamless,  
accessible,  
and  
affordable



Develop  
clinical  
models for  
the future



Create a  
great  
consumer  
and  
caregiver  
experience

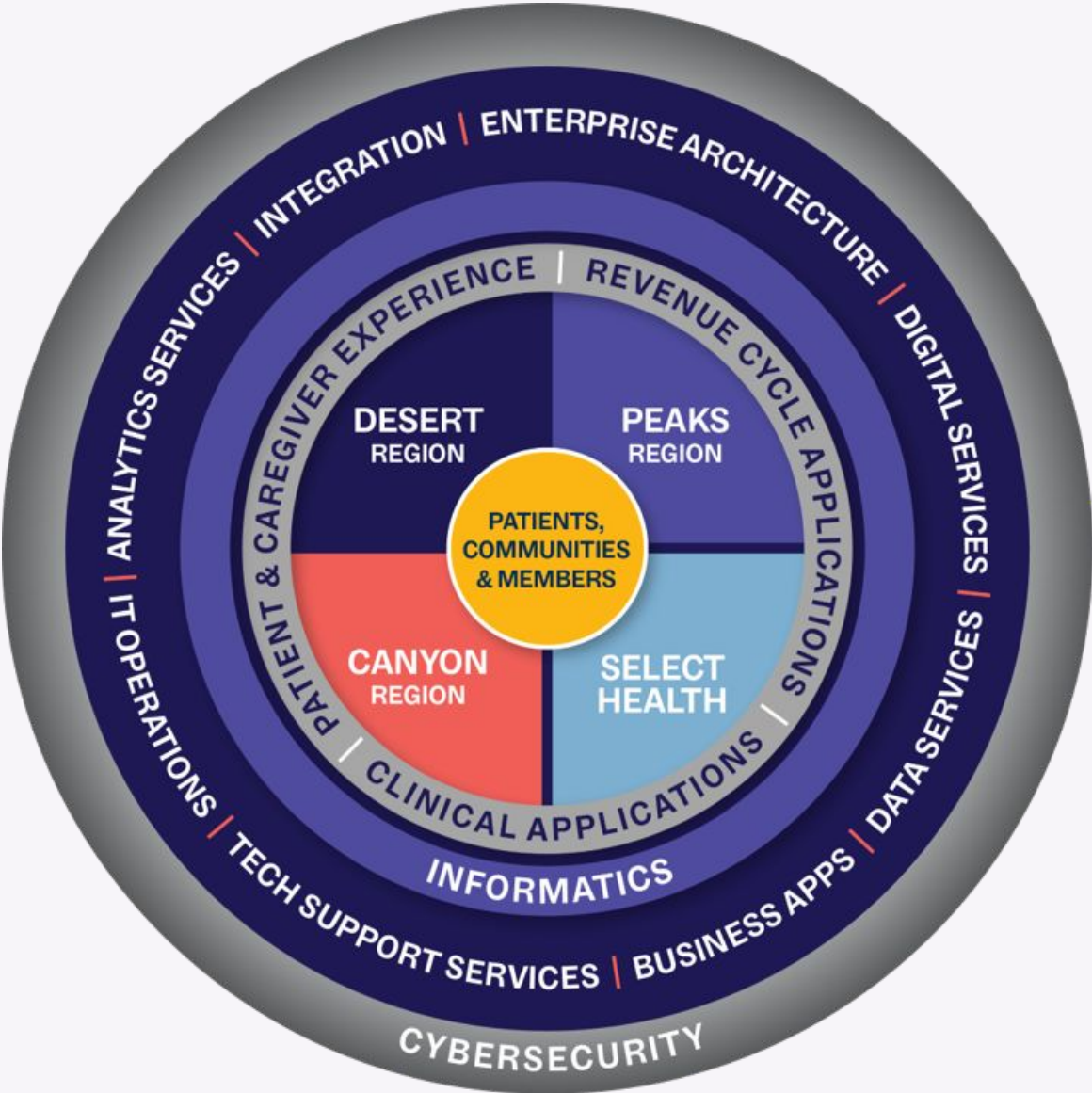


Improve  
equity and  
health for  
caregivers  
and  
communities



Extend our  
reach

# Digital Technology Services



# Digital Technology Services Enterprise Governance Committee (DTS EGC)

Craig Richardville, JP Valin, Janie Wade, Dan Liljenquist, Nannette Berensen

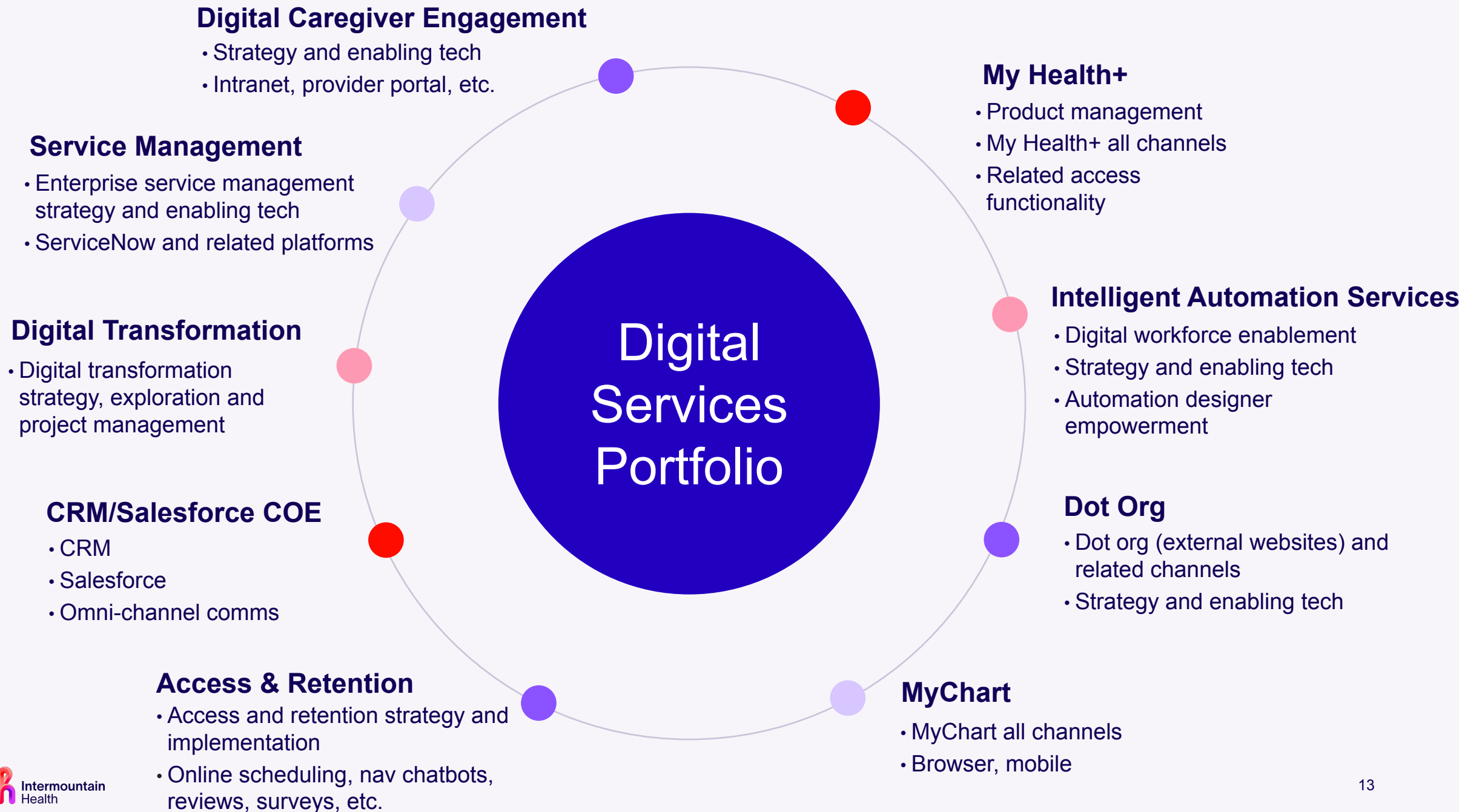


## DTS Steering Committees

DIGITAL	BUSINESS APPS	DATA AND ANALYTICAL SERVICES	TECHNOLOGY SERVICES	CLINICAL & REVENUE CYCLE APPLICATIONS	TECHNOLOGY INTEGRATION
Digital Consumer Digital Caregiver CRM Intelligent Automation Contact Center Digital Health	Human Resources  Finance  Supply Chain	Data Governance  Data Technology/ Next Gen	Infrastructure  Support Services  Cybersecurity	EHR Epic + Clinical Apps EHR iCentra + Clinical Apps NV Clinical + Rev Cycle Revenue Cycle – EPIC Revenue Cycle – Cerner	New Companies  M&A – Growth



PEAKS REGIONAL LEADERSHIP	DESERT REGIONAL LEADERSHIP	CANYONS REGIONAL LEADERSHIP	SHARED BUSINESS SERVICES LEADERSHIP	SHARED CLINICAL SERVICES LEADERSHIP	SELECTHEALTH LEADERSHIP
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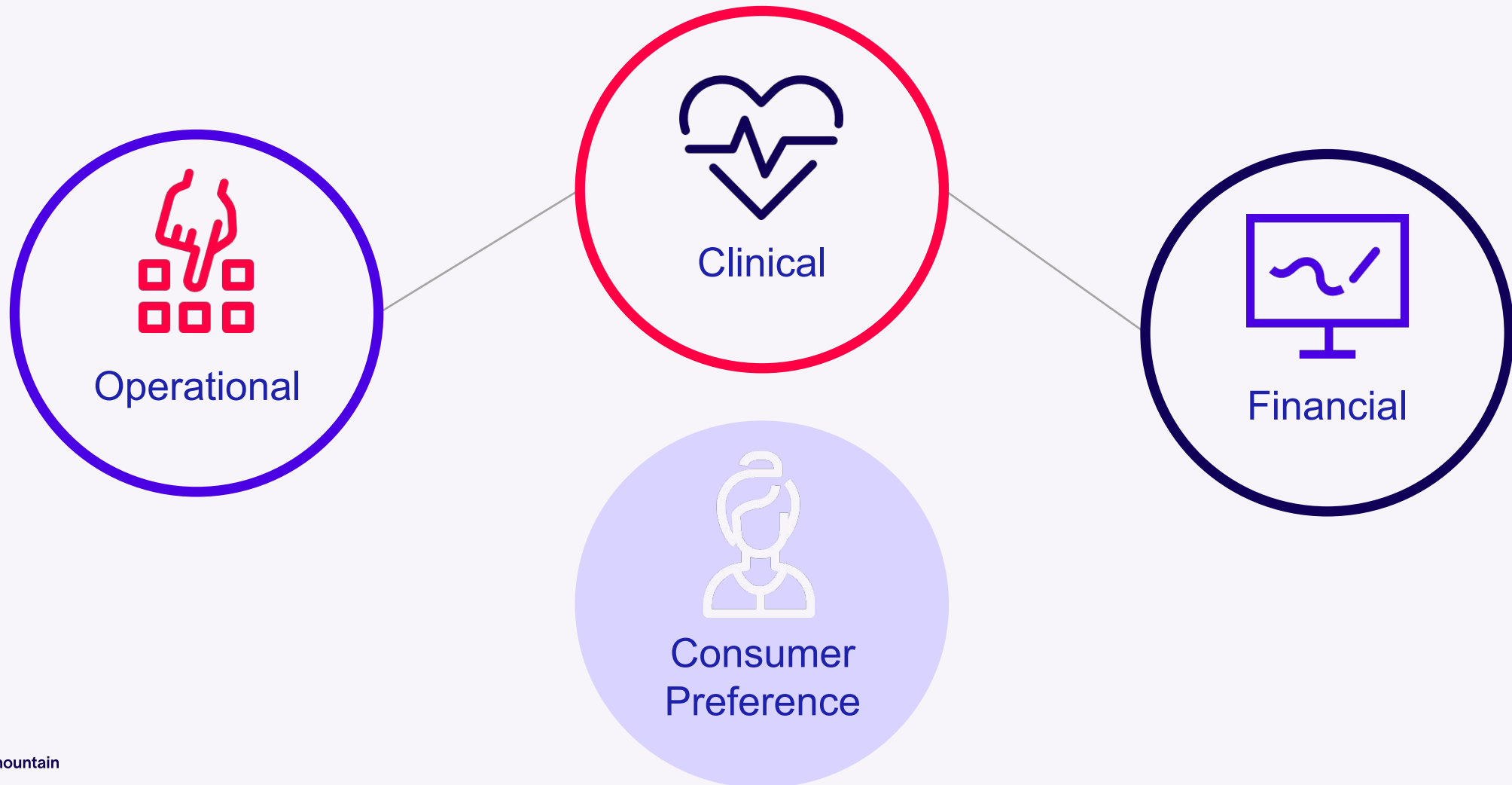
Guide people to engage easily and confidently throughout their health and work journeys, anywhere and anytime.

Digital Purpose Statement



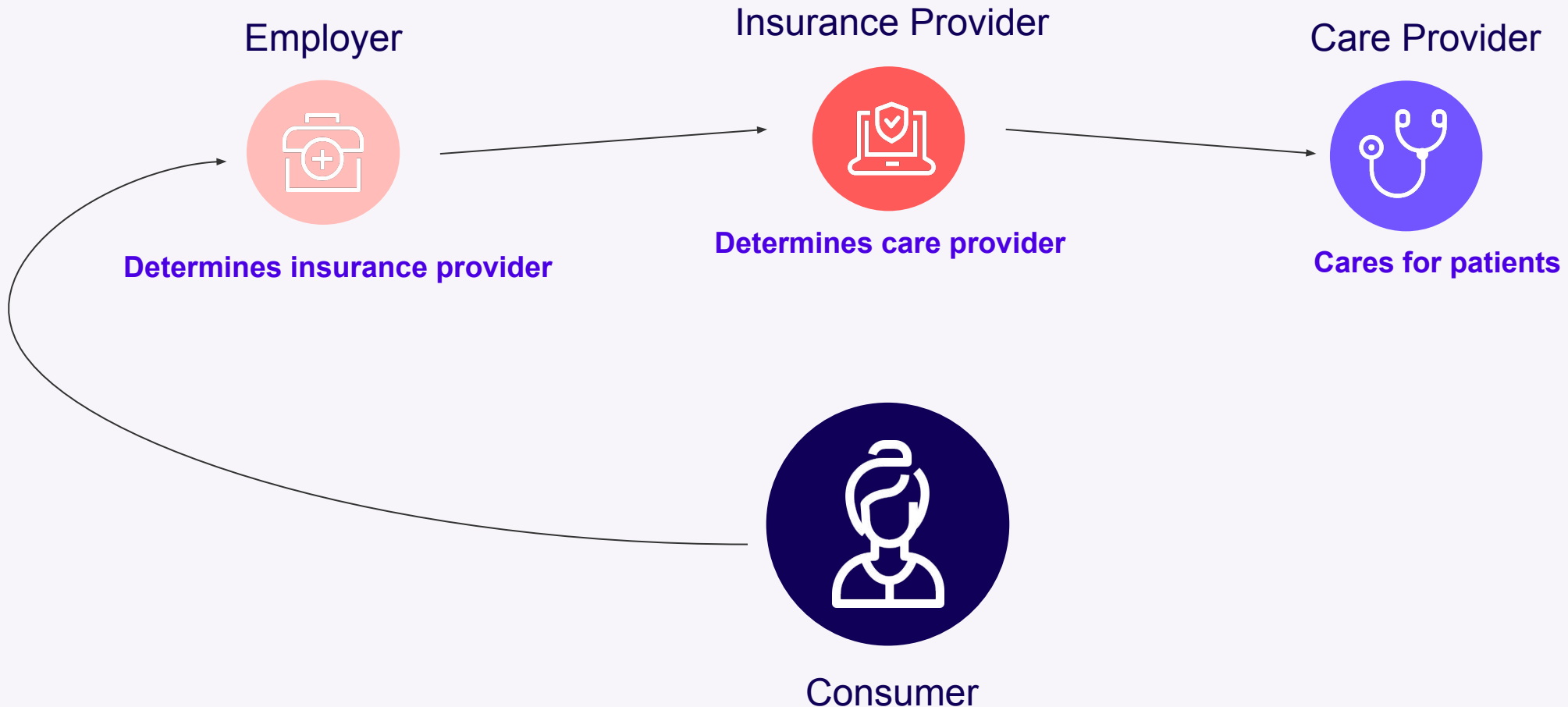


# Traditional Drivers for Business Decisions





# Why CX Has Not Been a Focus for Healthcare – Traditional Model



# Healthcare Consumers Are Changing

## Healthcare Consumer of Yesterday

"I receive my healthcare where my employer & insurance company tell me to."



## Healthcare Consumer of Today

"I receive my healthcare where my employer & insurance company tell me to ... but I am curious about some of these new options ..."



## Healthcare Consumer of Tomorrow

"I receive my healthcare from whoever can provide me the best experience, quality of care & access at the lowest price."



# Market Threats – Direct to Consumer



# By the Numbers

95%

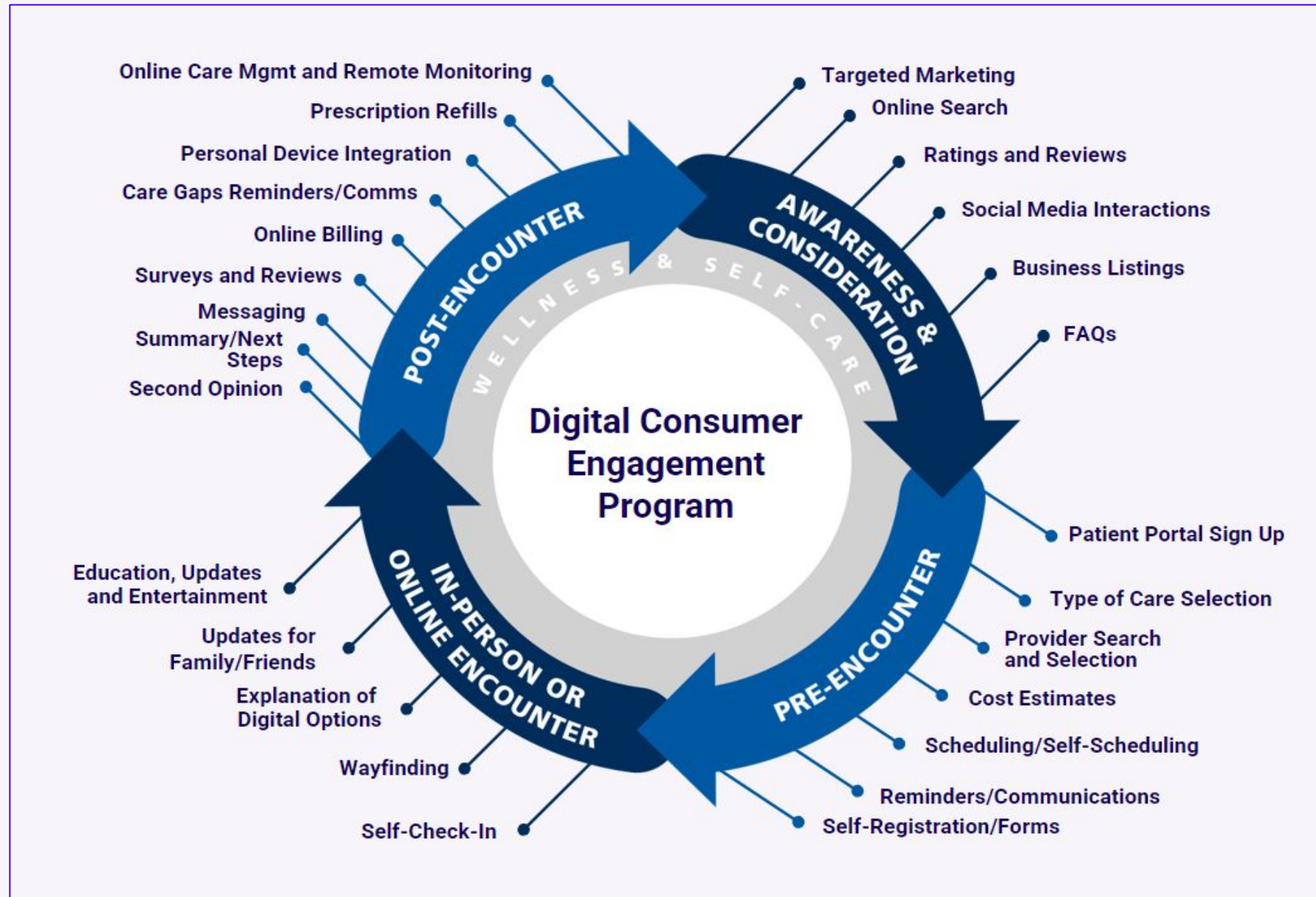
of consumers use  
**more than one  
channel** to connect  
with a brand

59%

of Gen Y patients  
would switch to  
providers with **better  
online access**

90%

of organizations will  
ultimately **compete  
on customer  
experience**



# The Way Forward

**Strong progress has been made, and must continue with accelerated focus and bold ideas in three key areas:**

**Access**

**Guidance**

**Caregiver Support**

## Highlight on key effort:

Making it easy for patients and consumers to get a key "job" done by connecting them with the **right provider/type of care online** and making the booking experience **simple and easy.**

1

Lack of centralized master database combining credentialing data with consumer-friendly information.

3

Lack of insight into consumer health-care seeking behavior to drive improvements in ease of scheduling and access.

2

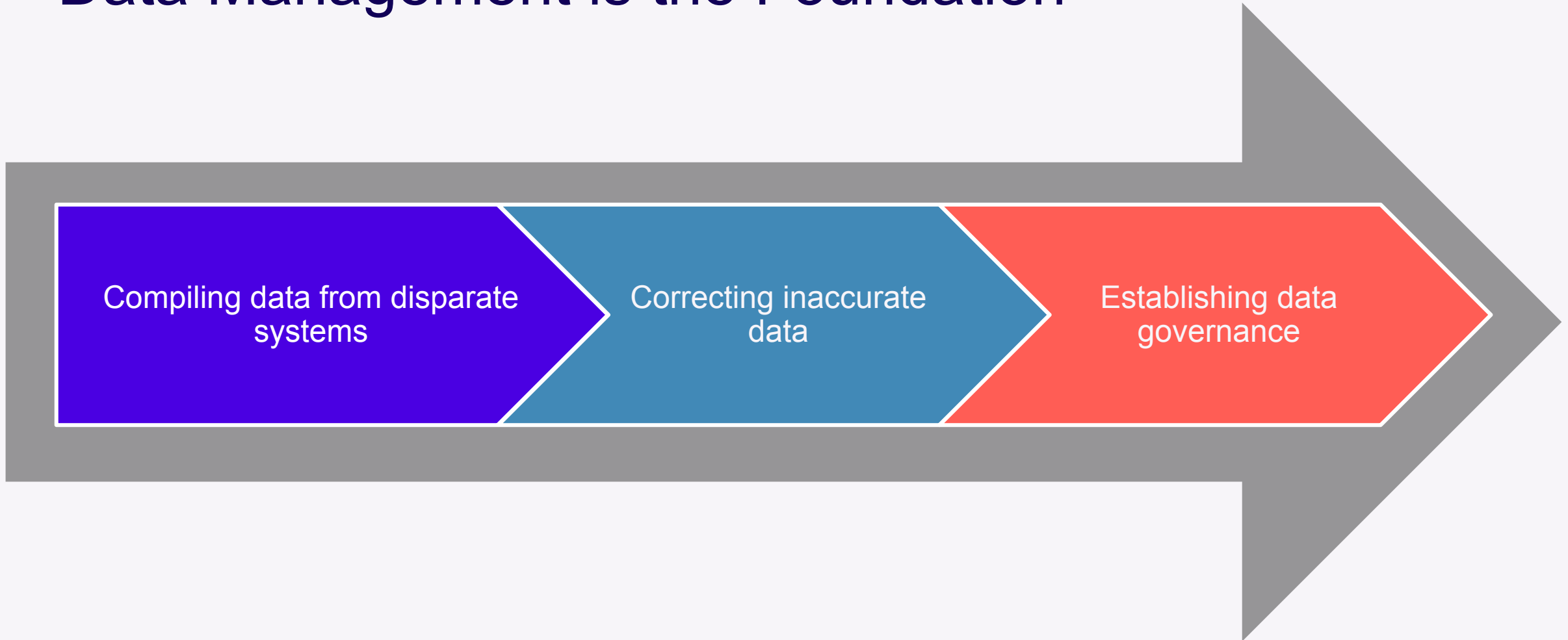
Unnecessarily complex steps to manage data across systems, leading to errors, inaccuracies.

4

Limited reporting on provider data accuracy and opportunities to improve provider matching.



# Data Management is the Foundation



# Foundational Data is Critical to Guiding Patients to the Right Care

The screenshot shows the SCL Health website interface. At the top, there is a blue header with the SCL Health logo (a green cross) and the text 'SCL Health Now Intermountain Healthcare'. To the right of the logo are links for 'Services', 'Doctors', 'Locations', 'Patients & Visitors', 'Blog', 'Careers', 'About', and 'Search'. Further right are contact and account links: '1-866-877-4325', 'Donate', and 'MyChart'.

Below the header is a search bar with the text 'Need help finding a doctor?' and a search input field containing 'headache'. A green search button is to the right of the input field. Below the search bar is a red warning banner that says 'If this is an emergency, call 911'.

The main content area shows '571 providers found for "headache"'. On the left side of this area are several filters: 'Distance' (set to 'Within 25 miles'), 'Book Online' (with a checkbox for 'Book Online (161)' which is checked), 'Insurance Accepted' (with a dropdown menu), and 'SCL Health Medical Group Member' (with a radio button for 'Yes (320)' which is selected).

The search results are displayed in a grid. The first result is for 'Aaron L. Killpack, DO', a 'MONTANA PROVIDER' who is 'ACCEPTING NEW PATIENTS'. He has a 4.7 out of 5 rating from 117 reviews. His specialties are 'Family Medicine' and his hospital affiliation is 'St. Vincent Healthcare'. To his right is a 'Schedule Appointment' button and a list of services: 'Online booking', 'Available within 3 days\*', and 'Video Visit'. Below his name is a section for 'Practice Locations' and 'Phone'. The location listed is 'SCL Health Medical Group - Cody' at '720 Lindsay Lane, Suite A, Cody, WY 82414' with a map icon. The phone number is '307-578-1800'.

The second result is for 'Gerard S. Federico, DO', a 'COLORADO PROVIDER' who is 'ACCEPTING NEW PATIENTS'. He has a 4.7 out of 5 rating from 375 reviews. His specialty is 'Internal Medicine'. To his right is a 'Schedule Appointment' button and a list of services: 'Online booking', 'Available within 3 days\*', and 'Video Visit'.

Search pulling on lay synonyms to ensure best patient-provider match

Real-time appointment data and easy online booking

# Offer Easy to Navigate, Self-Service Options

SCL Health  
Now Intermountain Healthcare

Services Doctors Locations Patients & Visitors Blog Careers About Search

Need help finding a doctor?

family medicine

If this is an emergency, call 911

134 providers found for "Family Medicine." Clear Filters

Best Match | Availability | A-Z | Z-A

Distance Within 25 miles City, State or Zip Use current location

Book Online Book Online (134)

Accepting New Patients Yes (106)

Insurance Accepted Type here...

**Sonya J. Norman, MD**  
COLORADO PROVIDER  
4.8 out of 5 (269 ratings)  
Specialties: Family Medicine  
Hospital Affiliation: Platte Valley Medical Center  
Practice Locations: Platte Valley Medical Group - Brighton Family Medicine  
Phone: 303-659-1152

**Kimberly N. Feitosa, PA**  
ACCEPTING NEW PATIENTS COLORADO PROVIDER  
4.8 out of 5 (117 ratings)  
Specialties: Family Medicine

Schedule Appointment

Online booking  
Available within 14 days\*  
Video Visit

Calls to action that guide consumers to the right choice for them.

Schedule an Appointment with Sonya J. Norman, MD



Schedule an office visit or video visit with this provider.

Book Online



Call and we'll help schedule your appointment.

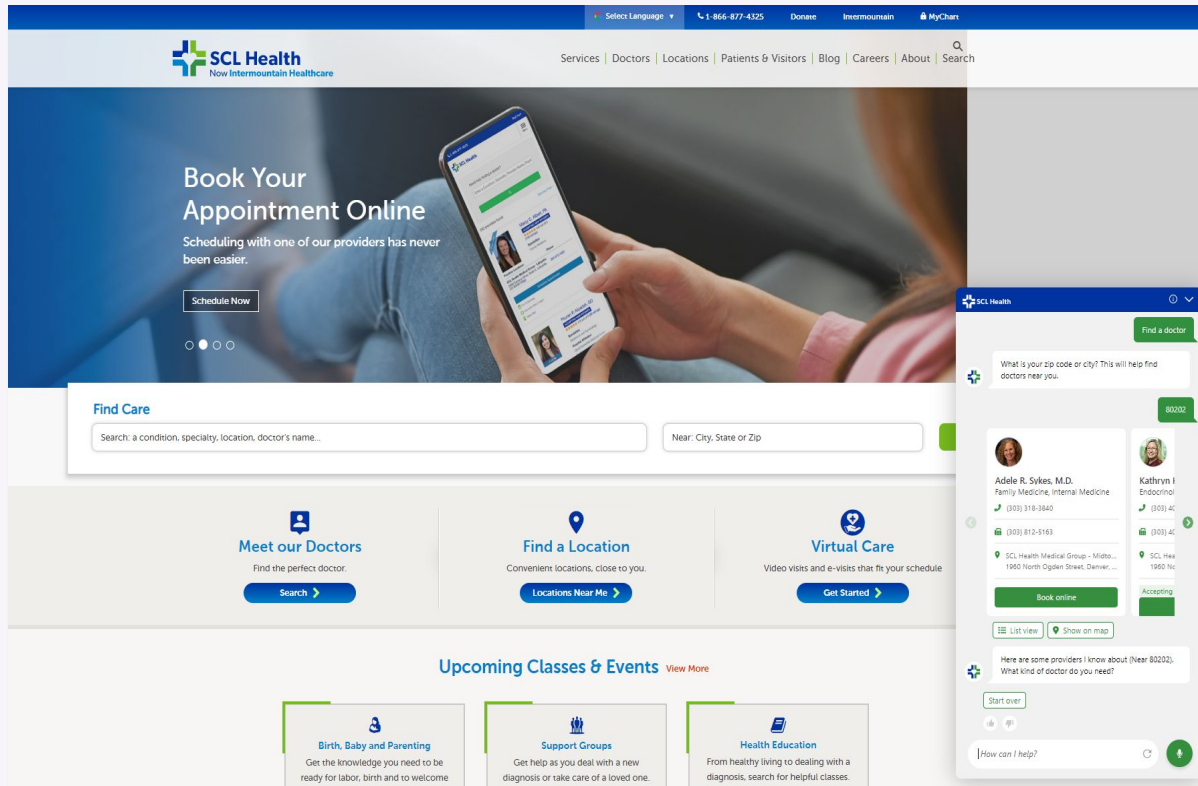
303-659-1152



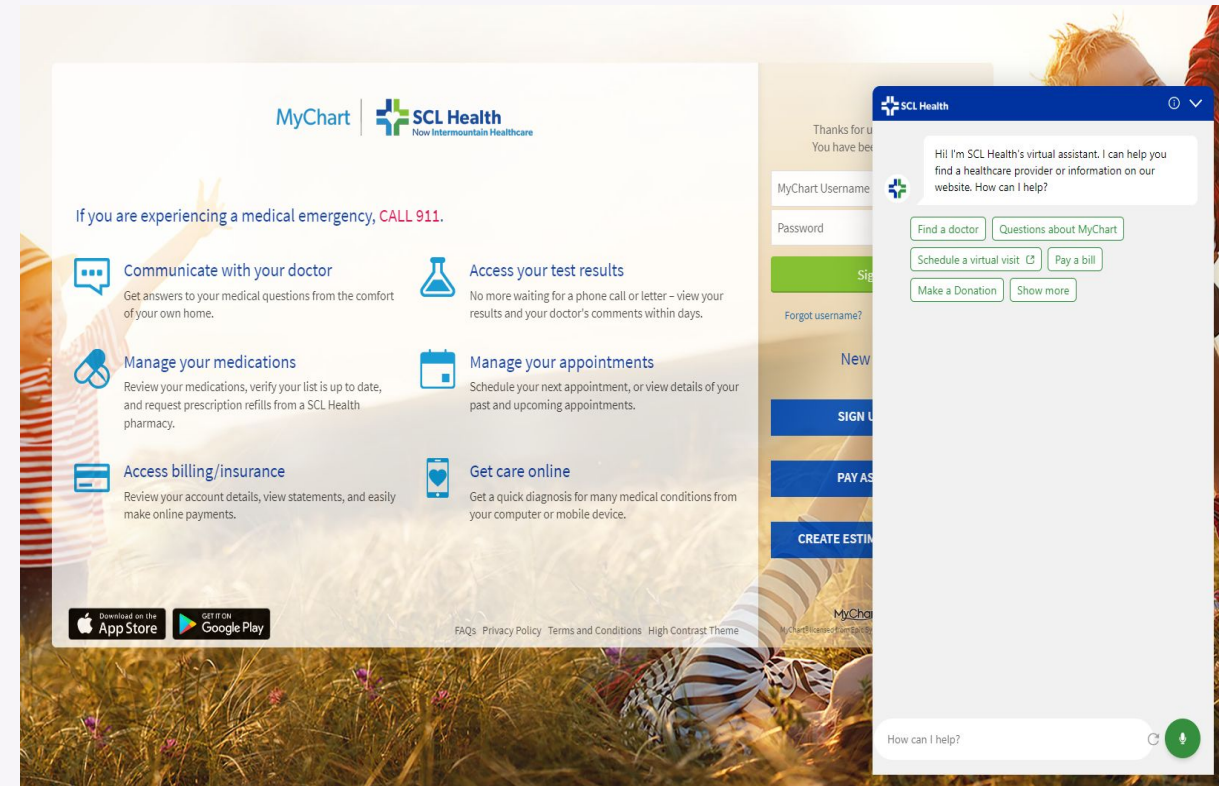
Start a video visit with the next available provider. MyChart account required.

Get Started

# Downstream Impact of Self-Service



SCL Health Website



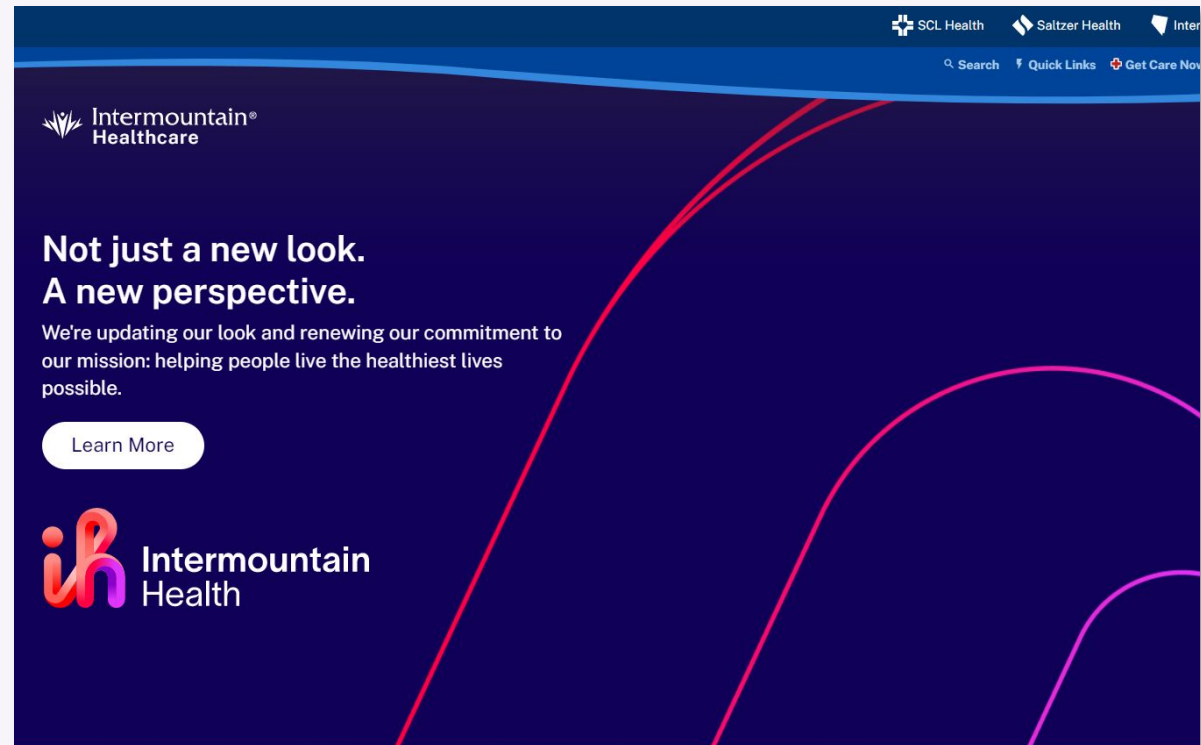
SCL Health MyChart

5

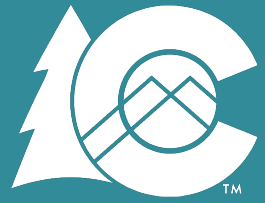
Four different provider search and booking experiences across regions, which must be unified to meet consumer needs and align with website redesign.

6

Lack of unauthenticated self-service booking outside of legacy SCL Health.



Questions?  
**Ask away!**



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# 2023 Colorado Health IT Roadmap Progress

*Stephanie Pugliese, Director, OeHI*

*Karen Shimamoto, Deputy Director, OeHI*

# Roadmap Goal 1 Progress

Goal 1: Coloradans, providers, payers, community partners, state, local, and Tribal agencies share data and have equitable access to needed health and social information

Sub-Objectives	Outputs	Progress	Remaining/Lead Measures
<ul style="list-style-type: none"><li>• Standardized processes and data standards</li><li>• All providers can share information broadly through the statewide health information exchange</li><li>• Clarification of Office of eHealth Innovation and eHealth Commission roles</li><li>• Equitable financial support and incentives for HIE participation</li></ul>	<ul style="list-style-type: none"><li>• Data sharing and consent Agreements</li><li>• Individual Identity Management</li><li>• Legacy policy for OeHI, eHealth Commission</li><li>• Provider Index, Directory</li><li>• Centralized consent management</li><li>• Single connection point/scalable data-sharing platform</li><li>• Universally accepted policy framework to advance secure health and social data</li></ul>	<ul style="list-style-type: none"><li>• State Agency Data Sharing Agreement developed, approved by GDAB and in final review by State Controller</li><li>• Identity Cross-Resolution Roadmap, backlog of systems to onboard</li><li>• Provider Directory “front door” project underway</li><li>• Consent standardized form in English and Spanish, backlog established</li><li>• Interviews with Local Public Health Agencies to establish data strategy for system improvements</li><li>• Chatbot to promote access to women’s health care in Colorado</li></ul>	<ul style="list-style-type: none"><li>• Develop recommended policy framework for health information sharing.</li><li>• Develop recommendation for legacy roles of OeHI and the eHealth Commission to present to Lt. Governor and senior leadership.</li><li>• Complete proof-of-concept for consent management to progress toward centralized consent management.</li></ul>



# Roadmap Goal 2 Progress

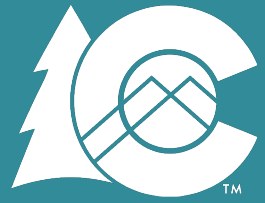
Goal 2: Coloradans access high-quality in-person, virtual, and remote health services that are coordinated through information and technology systems

Sub-Objectives	Outputs	Progress	Remaining
<ul style="list-style-type: none"><li>• Access, availability of virtual and remote services</li><li>• Adequate broadband service</li><li>• Connected and interoperable health information exchange ecosystem and infrastructure</li><li>• Streamlined access to telebehavioral health services</li></ul>	<ul style="list-style-type: none"><li>• Community Resource Inventory</li><li>• Increased broadband connectivity</li><li>• Policy for ongoing telehealth reimbursement</li><li>• "One front door" to state telebehavioral health services</li><li>• Policy that all payers reimburse at parity for audio and video telemedicine visits and cover medical, behavioral, and oral health virtual services (evaluation)</li></ul>	<ul style="list-style-type: none"><li>• ~\$4 million under contract to support connectivity for telehealth (almost \$3 million to support telebehavioral health services)</li><li>• Community Resource Inventory mapping and recommendations complete</li><li>• Social Health Information Exchange expected to be contracted Fall 2023</li><li>• Telehealth Payment Parity and Denials analysis</li></ul>	<ul style="list-style-type: none"><li>• Award contract for Social Health Information Exchange to progress toward a single connection point/scalable data sharing platform.</li></ul>

# Roadmap Goal 3 Progress

Goal 3: Colorado improves health equity through the inclusive and innovative use of trusted health IT and digital health solutions

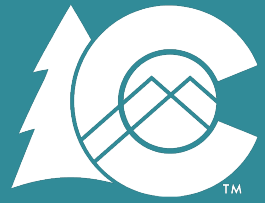
Sub-Objectives	Outputs	Progress	Remaining
<ul style="list-style-type: none"><li>• Provider participation in health information exchange</li><li>• Accurate data on self-reported race, ethnicity, preferred language, geography, and gender</li><li>• Improved digital accessibility</li><li>• Improved access to devices</li><li>• Equitable funding opportunities and incentives for health IT infrastructure and adoption</li></ul>	<ul style="list-style-type: none"><li>• Colorado Innovation Resource Center</li><li>• User-friendly technology and translation services</li><li>• Standardized processes and specific data standards to collect and exchange demographic, personal health, and social data elements</li></ul>	<ul style="list-style-type: none"><li>• Colorado Health Innovation Resource Platform Phase 1 complete</li><li>• Demographic data baseline for safety net facilities in progress</li><li>• Collaborator with In Full Health initiative</li><li>• 98% of Critical Access Hospitals and Rural Health Facilities connected to HIE networks</li><li>• Rural Community Analytics Platform in development</li><li>• Technology upgrades for behavioral health and home and community-based services providers: grant opportunity underway</li><li>• OeHI/CDLE/CBO awarded ~\$900k to create a State Digital Equity Plan</li></ul>	<ul style="list-style-type: none"><li>• Identify path forward for the Colorado Health Innovation Resource Platform (evolved from CO Innovation Resource Center)</li><li>• Support the implementation of the Colorado Digital Equity Plan to support increased digital access for marginalized Colorado communities</li><li>• Develop standardized process and data standards to collect health data elements.</li></ul>



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# PUBLIC COMMENT PERIOD



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# CLOSING REMARKS