Minutes

Massachusetts Health Information Technology Council Meeting

June 7, 2011
9:00 – 10:00 p.m.

Matta Conference Room
One Ashburton Place
Boston, Massachusetts

Health IT Council Meeting

June 7, 2011

Agenda

- Approval of April 25, 2011 Meeting Minutes

- Motion to Approve a Two Year Work Order with MassHealth

- Marketing Update

- Other

Medicaid Incentive Payment Program Update

Objective:

- Provide background information on Interagency Agreement

- Review the matrix of roles and responsibilities of EOHHS/MassHealth and MeHI's Enrollment, Verification and Outreach Team (EVOT) in the implementation of the Medicaid Incentive Program

- Request approval to delegate authority to enter into a two-year work order agreement with the Executive Office of Health and Human Services/Mass Health to hire staff to support the Medicaid Electronic Health Record (EHR) Incentive Program

- Review the critical tasks required to launch the Medicaid EHR Incentive Program

- Assess the potential risk to staffing and launch date

Background

- MassHealth and MTC entered into a interagency service agreement to support the Massachusetts Medicaid EHR Incentive Payment Program to provide support to Medicaid eligible hospital and providers, who will receive incentive payments in compliance with requirements established by MassHealth.

- MassHealth and MTC created and approved first Work Order in the amount of $628,000.00

    - 4 Deliverables
        - Preliminary Communication Plan
        - Specification Requirements Plan for Provider EHR/HIT eligibility wizard
        - Initial Marking Plan
        - Medicaid EHR Provider Survey

- A Second and separate ten-year Master Agreement was issued in April, 2011. The Second Work Order approved in the amount of $698,000.00.

  - 4 Deliverables
    - Recruitment for 3 positions:
      - » Medicaid Operations Director
      - » Communication Specialist
      - » Administrative Assistant
    - Outreach and Communication
    - Information Technology/Database Development
    - General Consulting

Matrix of Roles & Responsibilities
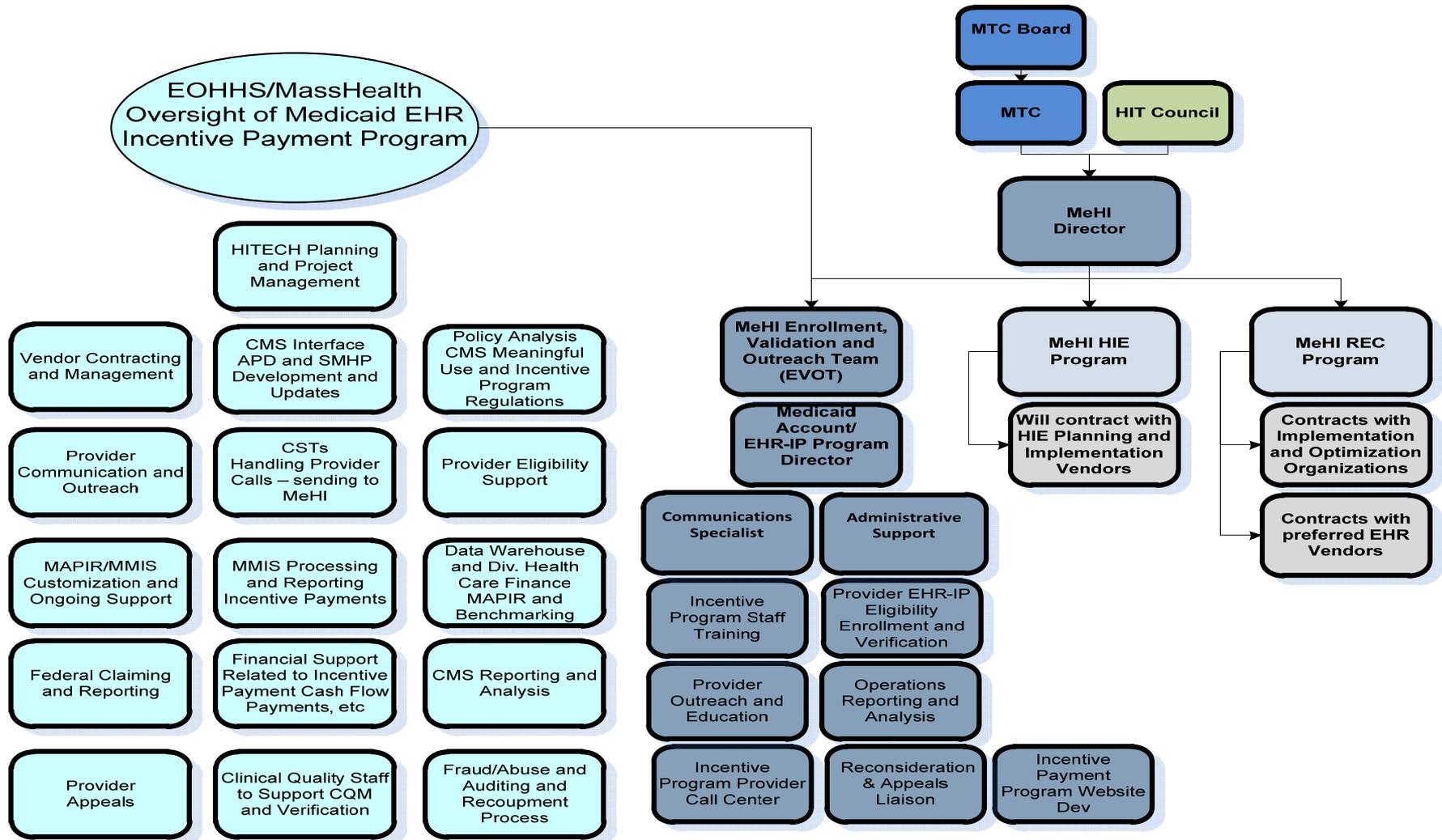
- To enter into a two-year Work Order with the Executive Office of Health and Human Services/MassHealth to implement and operationally support the Medicaid EHR Incentive Payment Program

    – Hire between 5-15 staff, based upon scope of services

    – Engage consultants and build-out office space on MTC's Westborough Campus to support the initiative

- Estimated cost to provide services over the next two years is approximately $7 million
    – Subject to change based upon scope of services

Critical Tasks Required to Launch Program

- Obtain the Federal Centers for Medicare and Medicaid Services (CMS) approval of the State Medicaid Health Plan (SMHP) and Health Information Technology Implementation Advance Planning Document (HIT IAPD)

  - Owner : MassHealth
    - SMHP approval expected any day
    - HIT IAPD submitted by June 17th
    - HIT IAPD approval TBD

- Develop and execute Scope of Work agreement

  - Owner: MassHealth & MTC
    - Scope of Work agreement executed by June 24th

Critical Tasks Required to Launch Program Cont.

- Complete the required customization for the Medical Assistance Provider Incentive Repository (MAPIR)

    - Owner: MassHealth
        - Timeframe: TBD

- Build-out Facility – MTC Westborough Campus

    - Owner: MTC/MeHI
        - Timeframe: TBD

- Recruit, Hire and Train Staff

    - Owner: MTC/MeHI
        - Timeframe: TBD

- Delays with getting the SMHP, IAPD or Scope of Work approved

- Recommendation from CMS to reduce MTC/MeHI's role –potential conflict of interest due to current activities with Regional Extension Center.
  - Remote risk

- Setback with customizing MAPIR

- Timeframe to Build-out Facility

- Staffing challenges - expected to have selected staff in place by July 1, 2011 for a August, 2011 launch

Next Steps

- Obtain approval of SMHP and IAPD

- Execute Work Order Agreement

- Assemble Medicaid Incentive Payment Program Communication Task Force
  - MassHealth and MeHI

- Contracted with marketing firms Solomon McCown & KSV Boston to develop website and marketing material
  - Collaborate with MassHealth

- Hire Staff

- Conduct a series of Education Summit Meetings across the Commonwealth

- Build-out Facility – MTC Westborough Campus

Massachusetts Health IT Council Meeting

MARKETING UPDATE

Status of Marketing Director

- At the February Council meeting, the Council requested we hire a Marketing Director

- MeHI posted the position and sent it out broadly.

- All but one candidate that responded did not have the relevant knowledge or experience. The one candidate that was qualified took another position.

- Because there is an urgency to move forward, we are hiring a Marketing Consultant.

- We will continue to search for a Marketing Director.

6/8/2011

Background

- Currently, MeHI is only reaching a small percentage of its target audience.

- MeHI must execute a much broader reach statewide with a wider variety of the healthcare provider constituencies.

- MeHI expected to accomplish this with the hiring of a Marketing Director and development of the Marketing and Communication Plan, but the process is taking longer than expected.

- MeHI is planning to use a Marketing Consultant to complete the Marketing and Communication Plan and to initiate it with a September launch event.

- Solomon McCown & Company was selected because of the following:
  - Their background and connections in the healthcare arena
  - Their understanding of what MeHI does
  - Their ability to quickly develop the plan to meet the September timeframe.

Goals of the Plan

- Define the approach and strategy to promote and communicate benefits of the adoption of health information technology (health IT) throughout the Commonwealth.

- Establish MeHI as an authoritative resource for information related to health IT.

- Develop a cooperative relationship with other business partners that will compliment, not compete with or duplicate their services.

Focus of the Plan

- The plan will mainly focus on:

  - Education and outreach

  - Stakeholder engagement

  - Communication strategy

- Messaging will include the following:

  - Advantages of the deployment and adoptions of Health IT in Massachusetts

  - How patients will be in better control of their own health and health related services

  - Address privacy and security concerns

Components of the Plan

- All components of the plan will address specific initiatives under the REC, HIE and Medicaid programs and include plans for ACOs, payment reform, etc.

- Communication Audit
  - Review existing collateral and messaging documents
  - Create questionnaire targeted to uncover, through interviews, first-hand insights from MeHI's critical audiences and influencers.
  - Conduct thorough analysis of the results of interviews to prepare for an interactive messaging session with the MeHI staff.

- Conduct messaging sessions to define the following:
  - Distinctions
  - Identify areas of consensus among stakeholders
  - Provide basis of an elevator speech
  - Develop messaging hierarchy
  - Develop seeds of strategic recommendations for the campaign.

- Marketing and Communication Planning
  - Meld the results of the research and messaging sessions into a Strategic Plan (PowerPoint).
  - Provide an ongoing framework for communications that will meet the overarching goal of clearly defining MeHI and increasing awareness and recognition throughout Massachusetts.
  - Plan will be flexible to be able to leverage opportunities and reflect recommendations dictated by changing business and current policy.
  - Plan will ensure MeHI will be speaking to all its audiences and community partners.
  - Define resources to develop and prepare marketing material.
  - Develop budget to execute the plan.

- Launch Event – September 2011
  - Event will announce the launch of the marketing campaign and the new MeHI website.
  - Event will be a high-profile, with high-excitement event.
  - Develop a press kit for event, which includes media outreach to editorial boards and the press.

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Next Steps

- Receive approval from MTC to expend funds to hire Solomon McCown.

- Set up initial meeting with Solomon McCown to define project plan.

- Begin implementation of project plan to develop the MeHI Marketing and Communication Plan.

Massachusetts Health IT Council Meeting

OTHER

Minutes
Massachusetts Health Information Technology Council

June 7, 2011

Attendees:

Council Members: JudyAnn Bigby, MD – (*Chair*) *Secretary of Health and Human Services*

Deborah Adair – *Director of Health Information Services/Privacy Officer, Massachusetts General Hospital*

John Letchford – *Chief Information Officer, Administration and Finance, Commonwealth of Massachusetts*

Terry Dougherty – *Director of Medicaid, Commonwealth of Massachusetts*

Lisa Fenichel, MPH – *E-Health Consumer Advocate*

James Ermilio, *Special Counsel to Secretary Gregory Bialecki, representing EOHED*

MTC: Rick Shoup

Judy Silvia

Carole Rodenstein

Bethany Gilboard

Tarsha Weaver

Donna Nehme

Other: David Smith – *Massachusetts Hospital Association*

Bert Ng – *House Healthcare Financing Committee*

Claudia Boldman, *Administration and Finance*

Manu Tandon, *Executive Office, Health and Human Services*

Deb Schiel – *Office of Medicaid, EOHHS*

The thirty fifth meeting of the Massachusetts Health Information Technology Council was held on June 7, 2011 at One Ashburton Place, Matta Conference Room Boston, Massachusetts.

Secretary Bigby called the meeting to order at 9:04 a.m.

Secretary Bigby thanked the group for coming and asked Rick to introduce the new MeHI Medicaid Director, Tarsha Weaver.

I. Approval of the April 25, 2011 Meeting Minutes:

After motions were made, seconded, and approved with no abstentions, it was agreed to accept the draft minutes as the official minutes of the April 25, 2011 meeting.

II. Motion to Approve a Two-Year Work Order with MassHealth:

Highlights of the work order:
Medicaid/MeHI-Background:

a. States administer the Medicaid Fund
b. MassHealth, the State's Medicaid program entered into a interagency service agreement to support MassHealth EHR Incentive Payment Program to provide support to Medicaid eligible hospital and providers, who will receive incentive payments in compliance with requirements established by MassHealth.
c. MassHealth and MeHI will work closely to optimize the available state and federal funding by aligning the State and MassHealth IT strategies and planning using Executive Office of Health and Human Services (EOHHS)/MassHealth staff and relevant Ad Hoc Workgroups as content experts. MassHealth and MeHI work collaboratively to ensure the objectives of each entity is in alignment with Chapter 305 passed by the MA Legislature.
d. MassHealth and MTC created and approved first Work Order in the amount of $628,000 for 4 deliverables: Preliminary Communications Plan, Specification Requirements Plan for provider EHR/HIT eligibility wizard, initial Marketing Plan, and Medicaid EHR Provider Survey.
e. A second and separate ten-year Master Agreement was issued in April, 2011 and the second Work Order approved in the amount of $698,000 for 4 deliverables: Recruitment for 3 positions (Medicaid Operations Director, Communication Specialist, and an Administrative Assistant); Outreach and Communication, information Technology/Database Development, and General Consulting.

Review of the matrix of delineation of roles and responsibilities that exist with EOHHS/MassHealth and MeHI's **Enrollment Verification, and Outreach Team (EVOT)** in the implementation of the Medicaid Incentive Program were discussed (See slide 6 of attached presentation).

Terry Dougherty, the Director of Medicaid, gave a brief summary of what MassHealth and MeHI were trying to accomplish:

- Engage with Medicaid providers to get them to an electronic platform
- Involves 20,000 Medicaid providers in the state of MA
- REC to promote – concentrate on Medicaid population in physicians groups and hospitals

- Goal is to get all providers on electronic platform as soon as possible with focus on those behind the curve and Medicaid patients
    a. Provide a system of support to help doctors be more efficient and provide better quality of care than trying to implement EHR on their own.
    b. The technology will be in place for better access to coordination of care.

Medicaid Incentive Payment Program Update:
Objective:
- Provide background information on Interagency Agreement
- Review the matrix of roles and responsibilities of EOHHS/MassHealth and MeHI's EVOT in the implementation of the Medicaid Incentive Program.
- Request approval to delegate authority to enter into a two-year work order agreement with the EOHHS/MassHealth to hire staff to support the Medicaid Electronic Health Record (EHR) Incentive Program.
- Review the critical tasks required to launch the Medicaid EHR Incentive Program.
- Assess the potential risk to staffing and launch date.
- Delegation of authority, approximately 2 years to build out team.

Question: What is the expectation of providers to get the Medicaid Payment Incentives?

Answer:
- Medicare - Year 1 meet all the requirements of Stage 1 of Meaningful Use
- Medicaid - The potential to receive up to $63,750 for those providers who enroll in the Medicaid Incentive Program. The first year is to demonstrate that the providers Adopt, Implement or Update and EHR.
    - Year 2 keep Meaningful Use evaluations the same as for Medicaid
    - Approximate 20% of providers in MA are Medicaid providers representing approximately 6,000 ambulatory providers
    - Most hospitals in MA are also eligible for the Medicaid Incentive Program

The MTC/MeHI Medicaid EHR Incentive Payment Program Draft Budget handout was distributed for the Council's review. A final budget will come to the Council in July for approval.

Question: Will someone do an evaluation of this?

Answer: We will provide annual surveys, operational panelists, and also keep track of meaningful use.

MeHI is seeking Council approval for delegated authority to enter into a two-year Work Order with EOHHS/MassHealth to implement and operationally support the Medicaid EHR Incentive Payment Program to:
- Hire between 5-15 staff, based upon scope of services
- Engage consultants and build-out office space on MTC's Westborough Campus to support the initiative

Estimated cost to provide services over the next two years is approximately $7 million, subject to change based upon scope of services.

A motion was made, seconded with no abstentions to approve delegated authority for MeHI to enter into a Two-Year Work Order with MassHealth as presented.

III. Marketing Update
Status of Marketing Director Position:
- Position posted
- Most candidates that responded did not seem to have relevant knowledge and experience
- Because there is an urgency to move forward, a Marketing Consultant is being hired interim while the search continues.
- The Marketing Consultant will complete the Marketing and Communications Plan and initiate it with a mid to late September launch event.
- Solomon McCown & Company was selected as the Consultant because their background and connections are in healthcare, they understand what MeHI does, and they have the ability to quickly develop the plan to meet the September timeline.

Marketing Background Highlights:
- Currently, MeHI not reaching its target audience
- MeHI needs to reach a broader statewide variety of healthcare provider constituencies.
- A Marketing Director and development of the Marketing and Communications Plan would help accomplish this.

Question: What happens if you find a Marketing Director?

Answer: The Marketing Director will implement the plan.

Goals of the Plan:
- Define the approach and strategy to promote and communicate benefits of the adoption of Health Information Technology (HIT) throughout the Commonwealth.
- Establish MeHI as an authoritative resource for information related to HIT.
- Develop a cooperative relationship with other business partners that will compliment, not compete with or duplicate services.

Focus of the Plan:
- Education and outreach
- Stakeholder engagement
- Communication strategy
- Messaging will include:
  - Advantages of the deployment and adoptions of HIT in MA
  - How patients will be in better control of their own health and health related services
  - Address privacy and security concerns.

We will need feedback from the Secretary regarding the focus of the plan: Also provide clarity and focus on the fact that the Commonwealth has a Health Technology Plan, State and Federal funds are available for providers. Some providers are uncertain about what is available.

Components of the Plan: (see presentation for specific details)
- All components will address specific initiatives under the REC, HIE and Medicaid programs and include plans for Accountable Care Organizations (ACOs), payment reform, etc.
- Communication Audit
- Conduct messaging sessions to define:
  - Distinctions
  - Identify areas of consensus among stakeholders
  - Provide basis of an elevator speech
  - Develop messaging hierarchy
  - Develop seeds of strategic recommendations for the campaign.

Comment: Description is absolutely right. The State designee Entity (MeHI) should be pulling everything together.

Question: What do we perceive the challenges are?

Answer: Interfacing with Primary Care (PC) providers, hospitals – some are proactive and some are slow adopting EHRs which delays the receiving of information electronically. This delay could contribute to their going out of business. There is a lot of uncertainty out there.

Comment: Strategy is around actual plan implementation to support stakeholders and guide them through to the resources.

There will be lots of focused efforts over the new few weeks.

Next Steps:
- Complete contract with Solomon McCown
- Set up initial meeting with Solomon McCown to define project plan
- Begin implementation of project plan to develop the MeHI Marketing and Communication Plan.

No further questions or comments.

Meeting adjoined at 10:08 a.m.

Presentation attached.