Getting to the “True Cost” of Interoperability: The Marketplace Transparency Project

Stephen Konya, Senior Innovation Strategist, HHS/ONC
ONC Annual Meeting
Washington, D.C.
November 30th, 2018
Breakout Session Agenda

- **10:45am** - Overview of Project

- **11:00am** - Interactive: Complete and provide feedback on review form (Qualtrics)

- **11:25am** - Walkthrough website prototype: homepage, view/compare reviews

- **11:35am** - Interactive: Provide feedback on prototype
Among many duties, the National Coordinator is tasked with promoting:

• “...a more effective marketplace
• greater competition
• greater systems analysis
• increased consumer choice, and
• improved outcomes in health care services”
21st Century Cures Act

- Interoperability
- Information Blocking
- Open APIs
Overview of The Marketplace Transparency Project

Goal:
“To create a website that increases transparency to support interoperability service purchases, by collecting crowdsourced reviews of price and performance”

Support: Cooperative agreement between ONC and UCSF

Timeline: 2-year project period (2017-2019); ongoing sustainability partner
Getting to the True Cost and Performance of Interoperability: The Marketplace Transparency Project

Julia Adler-Milstein, PhD
Center for Clinical Informatics and Improvement Research | UCSF
Key Deliverables:

- Two rounds of market research *(complete)*
- Crowdsourcing methodology / strategy *(complete)*
- Site prototype & user design sessions *(complete)*
- Beta Launch *(2018: Q4)*
- Post Beta Release Analysis *(2019: Q1,Q2)*
- Sustainability Plan *(2019: Q3)*
Key Considerations:

• Informed site design
• Focused reviews on mature interoperability services
• Must provide value to both customers and vendors

Four Design Pillars:

1. Balancing ease-of-use and need for detailed review context
2. Approach to user authentication
3. Safeguards against misuse or abuse
4. User engagement model that accommodates the infrequent nature of interoperability purchases
Deliverable #2: Crowdsourcing Methodology / Strategy

Provided recommendations for how to operationalize each of the design pillars for each of the three main functions of the website:

1. Customer enters a review
2. Customer views review(s); Vendor views review(s)
3. Customer connects with a peer
Interactive: Complete the Review Form


What interface service did you purchase?
If you purchased more than one, please complete one review per service.

- Admit Discharge Transfer (ADT HL7v2)
- Continuity of Care Document (CDA HL7)
- Lab Results (ORU HL7v2)
- Notes or Documents (MDM HL7v2)
- Scheduling (SIU HL7v2)
**Interactive: Provide Feedback on the Review Form**


<table>
<thead>
<tr>
<th>What interface service did you purchase? *</th>
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<tbody>
<tr>
<td>If you purchased more than one, please complete one review per service.</td>
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</table>

- Admit Discharge Transfer (ADT HL7v2)
- Continuity of Care Document (CDA HL7)
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A community driven site to bring transparency to purchasing healthcare connectivity solutions.

Customers
View reviews of purchases from similar organizations, connect with peers, and access resources to support your purchase.

Vendors
View reviews to better understand customer experiences and contribute resources about your products to help inform buyers.

Learn more
Contribute

InteropSelect is people-powered. Help the community by sharing your purchasing experience.

Join to write a review

Compare

Read purchasing reviews based on satisfaction, usability, support and price.

See how vendors stack up.
Success Stories

Marilyn, Office Manager for a small clinic

"InteropSelect helped me find the best solution to receive lab results from our local lab and integrate them into our clinics EHR."

Xavier, CIO of an Independent Practice Association

"We spent a lot of time researching options to receive care summaries from our local hospital. I am happy to have a place where I can share my purchasing experience."

Lane, Sales Representative for EHR Vendor

"It's important to us that our customers are well informed about their purchases. This site offers many useful resources."

JOIN, it's free.
Customers’ Page

Customers
We have the information to help you find the best solutions.

Connect
Connect anonymously to peers that have had similar purchasing experiences and faced challenges just like yours. Join to connect

Contribute
InteropSelect is people-powered. Help the community by sharing your purchasing experience. Join to write a review

Compare
Read purchasing reviews based on satisfaction, usability, support and price. See how vendors stack up.

Access Resources
Learn the lingo and get tips to prepare for your purchase.

- Tech Glossary
- 5 Tips on how to approach a sales meeting
- 5 Things to look for when signing a vendor contract
- Example Contracting Language

Common Questions
- How does my vendor’s solution for lab result connectivity compare to other vendors?
- Which are the most highly rated vendors for customer satisfaction?
- How can I connect to someone who faced a similar purchasing decision?
- Is there a resource that explains different pricing models for connectivity solutions?

JOIN, it’s free.
Vendors

We enable you to better understand customer experiences and contribute resources to help inform buyers.

Contribute
Share information about your products and services.
Join to contribute

Compare
Read purchasing reviews based on satisfaction, usability, support and price.

JOIN, it’s free.
# Aggregate Customer Reviews Page

## Average Customer Reviews

### Admit Discharge Transfer (ADT HL7v2)

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<tr>
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<tbody>
<tr>
<td>Allscripts (6)</td>
<td>★★★★★</td>
<td>★★★★★</td>
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<td>★★★★★</td>
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<tr>
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Interactive: Provide Feedback on Prototype


As part of today's breakout session, we are asking for your feedback on the review form and website prototype. Please comment below with any feedback you may have.

Clicking on the Table of Contents will take you to the particular section to provide feedback.

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Thank you!

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