
Provider Directory Advisory Group Meeting

August 10, 2016



Welcome!

- Introductions, announcements and agenda review
 - Welcome Stick Crosby
 - RFP posted on 8-3
- Provider Directory Activity Updates, Communications Strategy, Procurement
- Harris Update
- Common Credentialing Update
- Wrap up

Provider Directory Updates

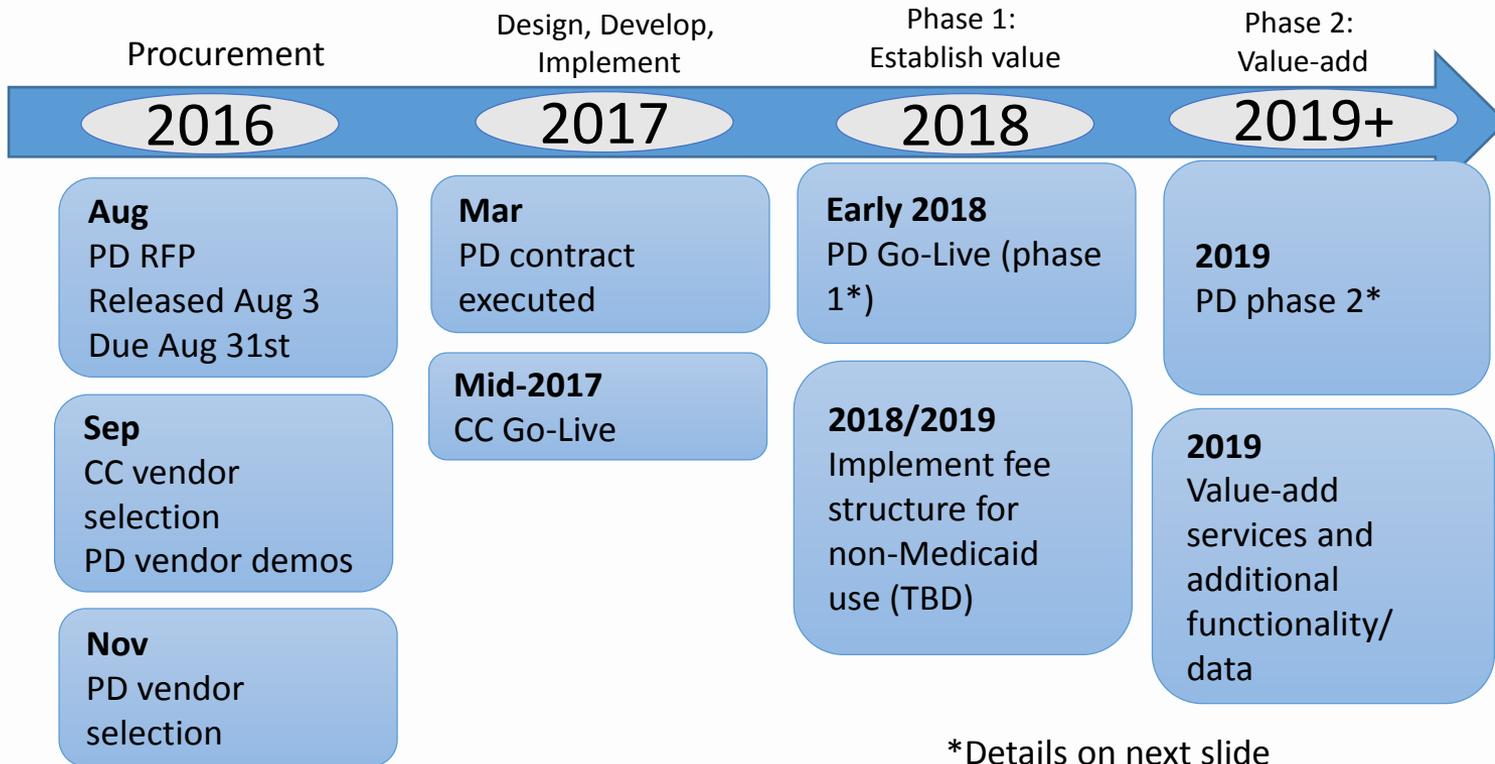


Provider Directory Updates

- Project milestone review and phasing (as we know it today)
- Activities to date and upcoming
- Communications wrap-up



Provider Directory Project Timeline with Milestones



*Details on next slide

- Interested vendors can contact the Harris team at: OregonProcurement@harris.com
- All PDAG members are invited to attend the vendor demos in late September/early October
- The September 14, 2016 PDAG meeting will be shortened to one hour to brief PDAG members on vendors and demo expectations

Phasing approach

		Phase 1	Phase 2
Solution	Stand –up	X	X
	Security	X	X
	Access controls	X	X
Data Elements*	Basic Provider and Organization	X	X
	Additional (e.g., accepting new patients, hours)		X
Data Sources**	Common Credentialing, MMIS, CareAccord FFD, EHR Incentive Programs, PCPCH, CCO network	X	X
	Public Health, NPPES, PECOS, APAC, HIEs, Other		X
Quality and matching	Clean, score and match data	X	X
	Golden record	X	X
	Data flagging	X	X
	Data stewardship	X	X
Data entry	By users		X
Access	Portal	X	X
	Static extract	X	X
	Custom extract		X
	Interfaces (APIs/web services)		X
	Other functionality (optional) (GIS)		X

***Basic provider and organization data;**
 Demographics and identifiers
 Addresses
 Contact info
 Affiliations: clinics and practices, payers, CCOs, PCPCHs, Medicaid
 Credentials
 Licensing
 HIE Addresses
 EHR Info

Additional;
 Accepting new patients
 Office hours/hours worked/FTE
 Other

Over 80,000 provider data records expected in the Provider Directory in 1st phase

Phase 2 ~ 2 yrs. after phase 1

Upcoming Activities Timeline

		2016		2017				2018	
		Fall	Winter	Spring	Summer	Fall	Winter	Spring	Summer
Funding	Draft fee structure	X							
	Draft non-Medicaid cost allocation for I-APD (I-APD: funding document for CMS approval)		X						
	I-APD approval				X	X			
	Finalize fee structure					X			
	Fee approvals (legislative)								
Stakeholder Engagement	PDAG*	X	X	X	X	X	X	X	X
	PD Subject Matter Expert (SME*)			X	X	X	X	X	X
	Internal OHA/DHS	X	X	X	X	X	X	X	X
Program development (under construction)	Establish data governance policies, including DUAs			X	X				
	Establish program governance structure			X	X	X	X		
	Form program rules/policies				X	X	X		
	DDI involvement with vendor			X	X	X	X	X	X
	Monitor and report on progress							X	X

*Planning for structure of 2017 PDAG/PD Subject Matter Expert (SME) starting soon

Communications Plan

- ✓ Objectives
- ✓ Key messages
- ✓ Key audiences
- ✓ Strategies and Tactics
- ✓ Spokespeople
- ✓ Channels
- ✓ Tools
- ✓ Challenges
- ✓ Timeline

Today

What's left and what's next:

- Draft strategy document completed and will be posted to our website
- OHA will continue to make progress on the activities and timeline

Summer 2016

RFP

Early 2017

Vendor onboard

Late 2017/Early 2018

PD launch

Communications Plan

Objectives

- Create awareness and garner support from health care entities
- Define ways the provider directory functionality matches stakeholder needs and creates value
- Delineate how the provider directory fits in with the bigger picture
- Promote use and uptake of the provider directory
- Encourage collaboration and transparency

Key Messages

- The problems the provider directory is solving and how
- The benefits to having an authoritative complete source of provider data
- Project and program timelines
- Data: types, sources, volume, quality
- Who can use the provider directory
- Provider directory staffing and customer service
- Data security, protection and appropriate use facts
- Pricing structure

Key Audiences

- Providers and clinics
- Payers
- CCOs
- Hospitals and Health Systems
- Independent Physicians Associations
- Health Information Exchanges
- OHA and DHS departments
- Oregon health care-related associations Oversight bodies: HIT Oversight Council
- Advisory groups: OHA's CCO HIT Advisory Group, OHLC Administrative Simplification Committee

Communications Plan

Strategies and Tactics

- **Strategy 1:** Communicate program details using a targeted and phased approach to ensure the right people know about the Provider Directory value, services, benefits, and costs at the applicable timeframes
- **Strategy 2:** Inform Provider Directory users about the program through clear, easy-to-access materials
- **Strategy 3:** Use print, electronic, and web-based media channels to provide information to Provider Directory users about the program
- **Strategy 4:** Participate in conferences, meetings, forums, and other events at organizations and associations that engage with prospective Provider Directory users to inform organizations about the Program
- **Strategy 5:** Coordinate messaging with OHIT portfolio communications

Spokespeople

- **OHIT**
 - Susan Otter
 - Rachel Ostroy
 - Karen Hale
 - Melissa Isavoran
 - Jason Miranda
- **Provider Directory Champions**
 - PDAG and others



Communication Plan Challenges

State projects
can be lengthy

Fee structures
are TBD

Other provider
directory efforts

Other Provider Directory Efforts:

- DirectTrust: Sharing of Direct addresses for DirectTrust members
- NPPES: Provider NPI database
- Washington (OneHealthPort): Direct addresses
- CHITO: Collaborative for Health IT in Oregon - OAHHS, OCHIN, Qcorp, and OHLC - OHA is NOT part of CHITO
 - Actively marketing a provider directory product
 - Includes Qcorp, OCHIN, and National NPI data sources

Channels and tools

Channels

- OHA websites
 - Office of Health IT, including common credentialing
 - OHA Home page
 - Provider services homepage
- OHIT newsletter and e-blasts
- OHA Health System Transformation newsletter
- Media stories – when and where appropriate
- OHA social media outlets
- Through partner organizations
 - Websites and newsletter stories
- Through spokespeople (not just OHA)

Tools

- Fact sheets and FAQs (tool kit)
- Presentations
- Association newsletter articles and e-bulletins
- Direct mailers
- Partner organization's websites and social media outlets
- Industry publications (news articles, advertising)
- Webinars
- Facebook/Twitter
- Youtube videos

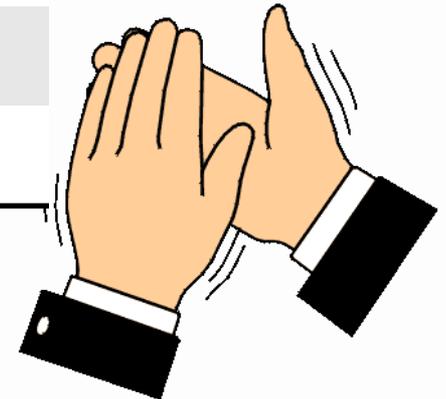
Harris Update



Provider Directory RFP Released

PROVIDER DIRECTORY RFP SCHEDULE

RFP Release Date	August 3, 2016 ✓
Q&A Period	August 3 – 10, 2016
RFP Response Due Date	August 31, 2016
Down-Selected Vendor Demonstrations	September 26 – October 6
Down-Selected Site Visits	October 12 – October 26
Vendor Selection	November 2016



Demonstrations and Site Visits

- After initial evaluation and down select for the RFP responses, the top vendors will be asked to demonstrate their product and coordinate a site visit with one of their current clients
- PDAG members are encouraged to assist with demonstration evaluations



Demonstrations: What is Required?

- Evaluation and Scoring against a defined set of demonstration scenarios
- Reactions (good and bad), Risks, and Recommendations based on the demonstration
- Signed NDA (Non-Disclosure Agreement)

Time Commitment?

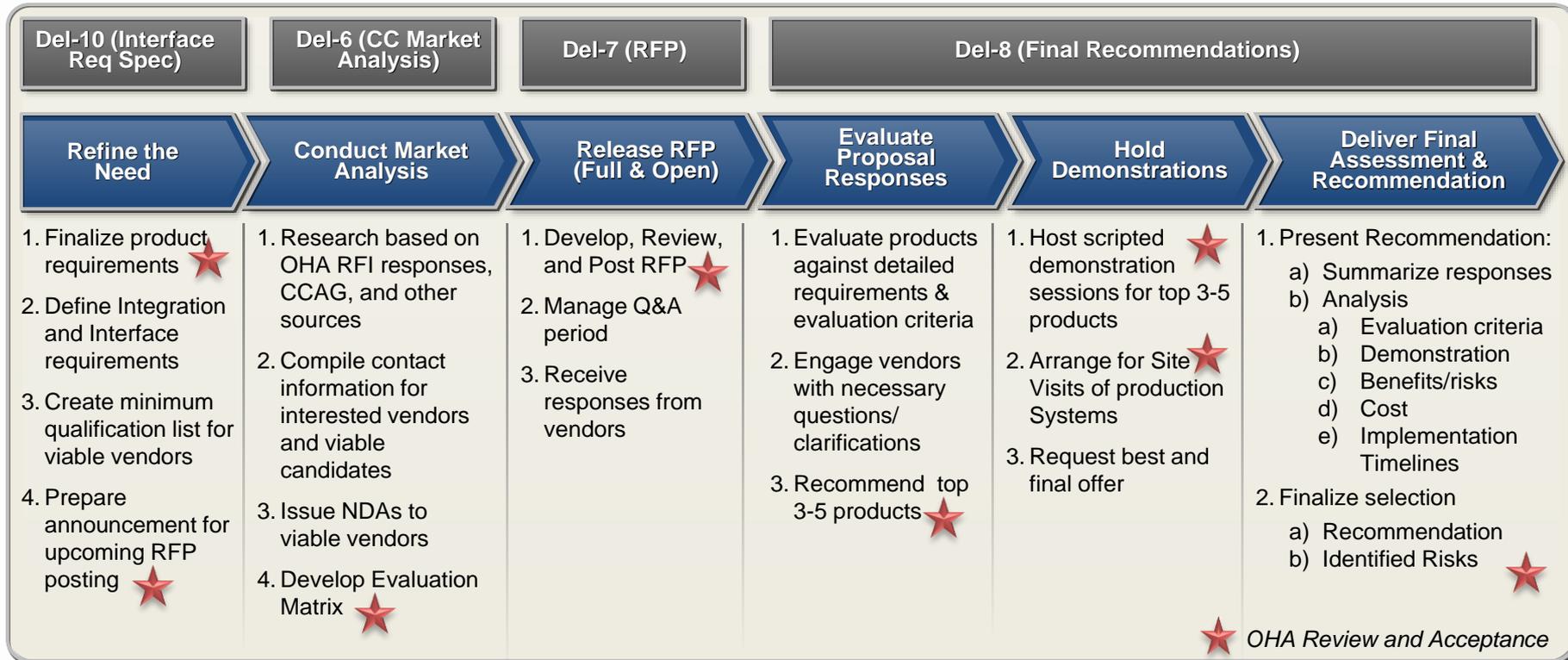
- 1 hour pre-demonstration meeting to receive direction, logistics, etc.
- 3 demonstration meetings scheduled for 2-3 hours



How Do I Sign Up?

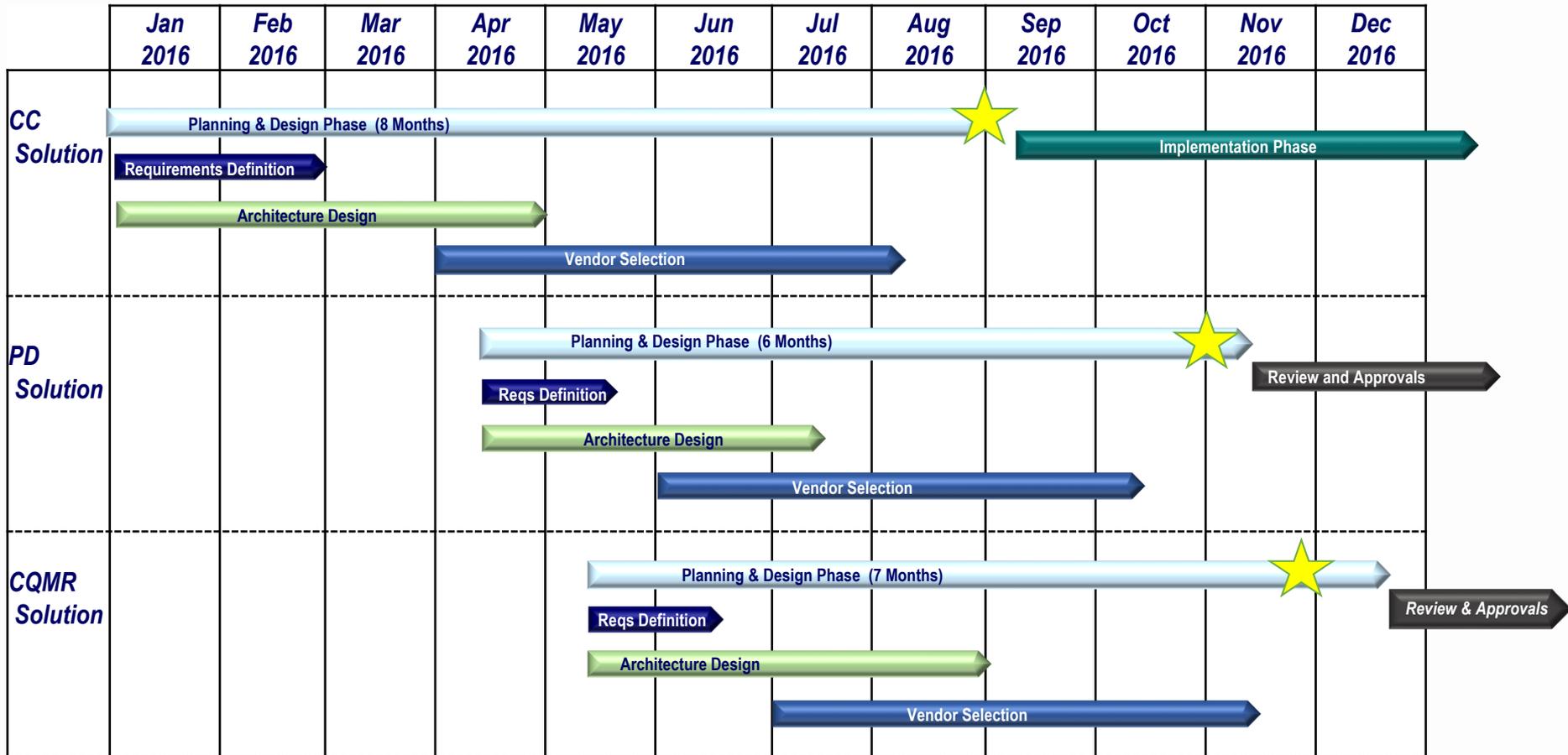
Contact Karen Hale to obtain an NDA

Vendor Product Selection Process



CC Progress	✓	✓	✓	✓	✓	Status: Technical evaluation complete. Proposed prices exceeding OHA budget constraints.
PD Progress	✓	✓	✓	Status: Waiting for vendor RFP responses		
CQMR Progress	✓	✓	Status: RFP package submitted to OHA for initial review			

Overall HIT Portfolio Project Summary



★ = indicates vendor selection

Common Credentialing Updates

Melissa Isavoran
Common Credentialing Program Manager



Current Progress

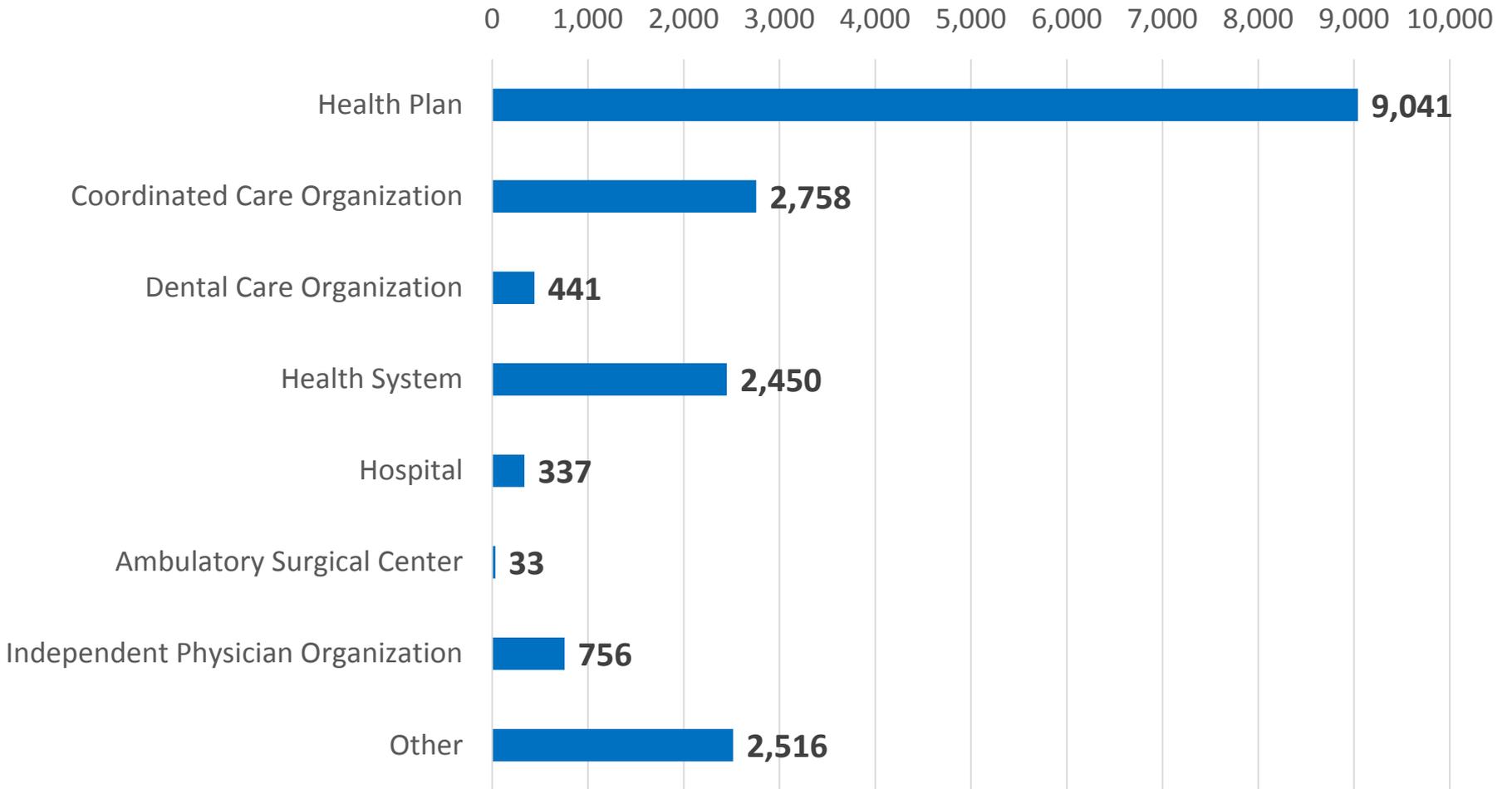
- Procurement Update:
 - Down selected to the top three vendors
 - Demonstrations and site visits conducted with stakeholders June – July 2016
 - Currently going through a round of repricing via assumptions clarifications
 - Vendor to be on board October 2016
- Fee structure development work continues:
 - Credentialing Organization (CO) survey conducted in June with a 51% response rate
 - Survey findings will be applied to ALL Credentialing Organizations for tier development
 - Additional opportunities for input include public meetings, rules, and legislative hearings
- Adoption Plan Development:
 - Four strategies – Using Change Leaders, Deploying Targeted Marketing and Outreach, Ensuring Health Care regulatory Board Participation, and Coordinating Early Adoption
 - Goals – 10% of practitioners/credentialing organizations in early adoption; 90% in first year

Survey Results on Practitioner Panels

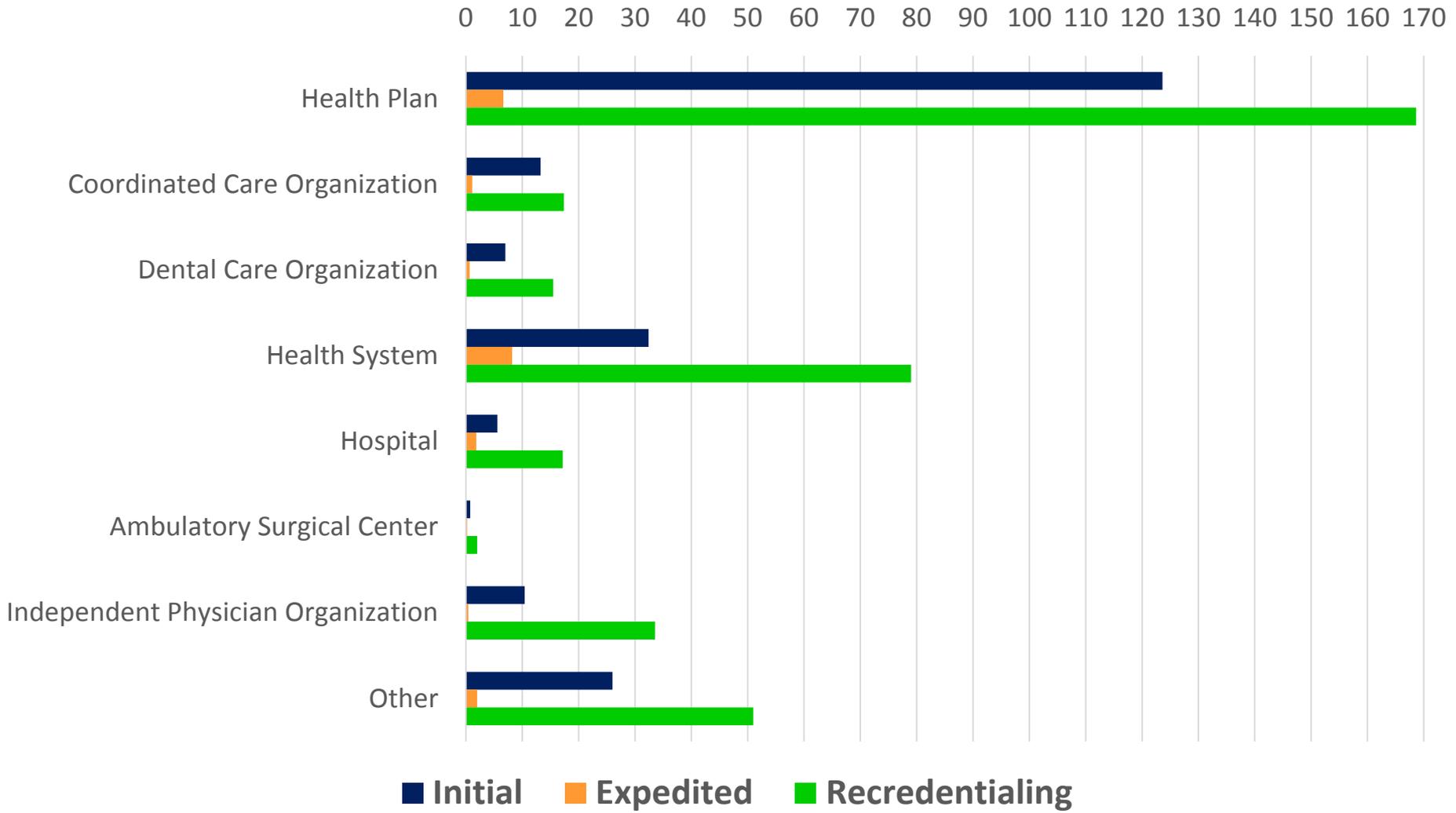
- 51% response rate: 100 of approximately 200 recipient organizations
- Practitioner Panels:
 - Directly credentialed, partially delegated, fully delegated, other
 - Results show 128,086 practitioners directly credential or partially delegated
 - Health plans had highest avg. panel size (9,041), ASCs had smallest (33)
- Delegation: 22% of organizations claim to be a delegate; hospitals and ambulatory surgical centers are least likely to be delegates
- Credentialing periods: All health plans = 3 years; Health systems, hospitals, and ASCs = typically 2 years.
- Workload: COs employ an average of 1.9 FTE positions to process an average of 16 initial applications for Oregon practitioners per month and 28 recredentialing applications; 11% of which are expedited

Mean Practitioner Panel Size

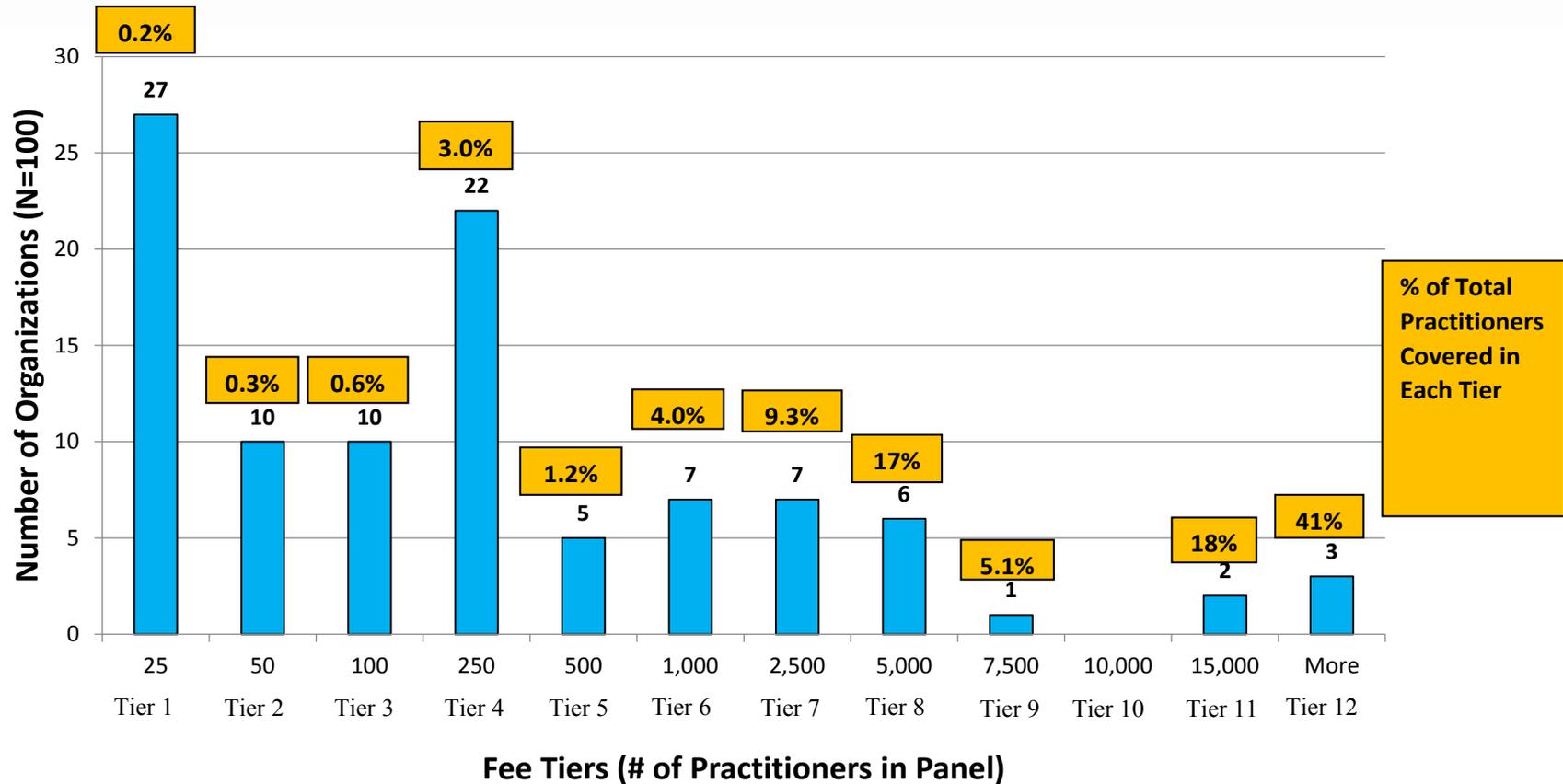
(Directly Credentialed or Partially Delegated)



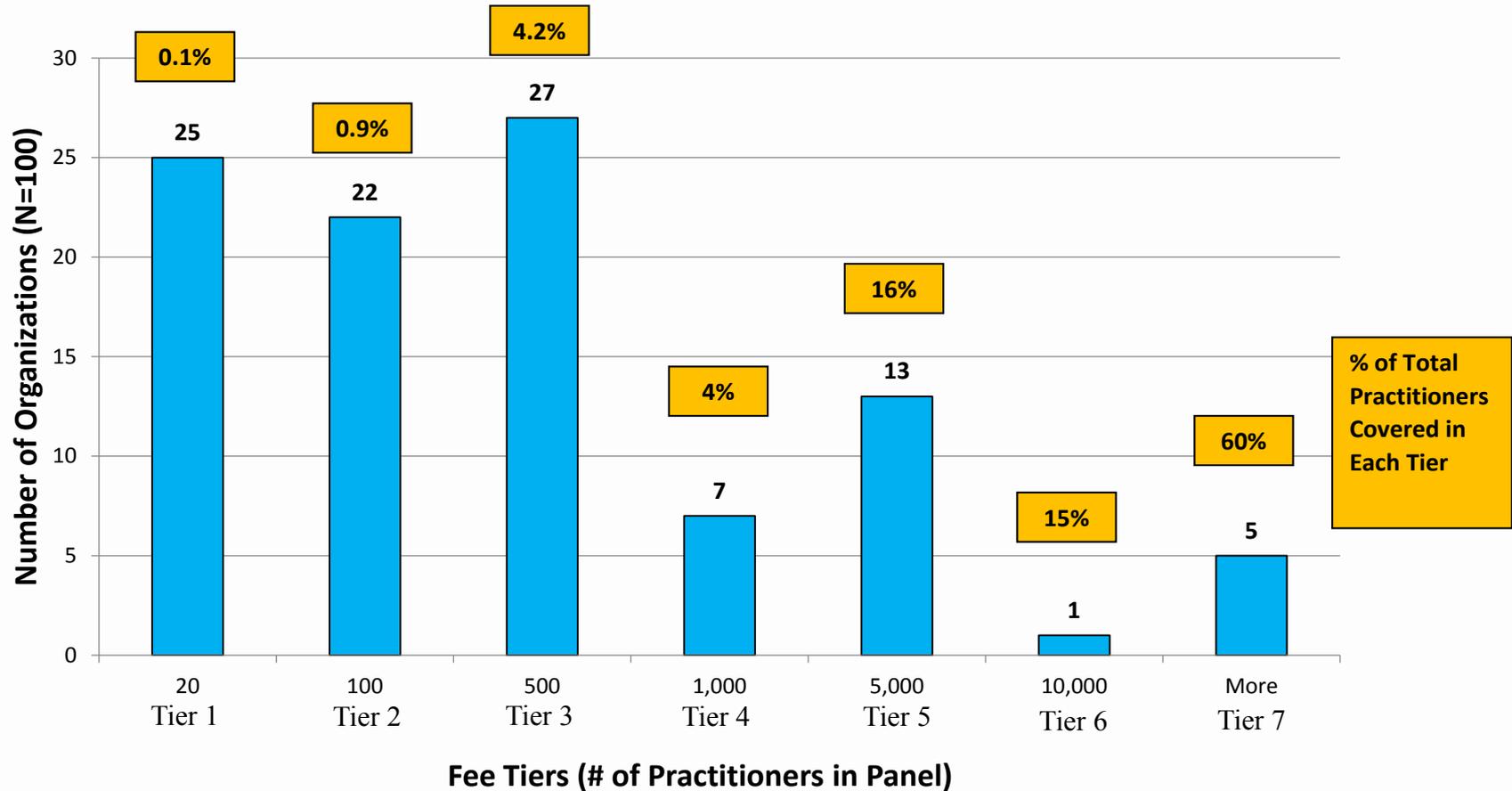
Avg. Applications Processed Monthly



Fee Tiers Straw Model 1



Fee Tiers Straw Model 2



Fee Establishment: Next Steps

- Utilize survey findings to estimate panel sizes for all CO's
- Develop credentialing organization fee structure tiers
- Apply true cost to the fee structure (September 2016)
- Obtain input on structure from the CCAG and others
- Rulemaking Advisory Committee (October 2016 – December 2016)
 - Develop rules (to include fees and other adjustments)
 - Submit Notice of Proposed Rules to Secretary of State
 - Public rules hearing
 - Publish final rules
- Legislative approval process (2017 Regular Session)
- Fees to be charged once legislative session ends and OCCP is fully operational (2017)

Closing

Karen Hale



Next meeting

- Shortened 1-hour PDAG on September 14, 2016
 - Procurement updates
 - Vendor demo instructions and expectations
- Vendor demos
 - Last week of September/first week of October
 - PDAG members are invited to participate (NDAs are required)