

Soft Launch

Overview

In September 2019, OHA began a soft launch of the Oregon Provider Directory (OPD) with a targeted group of participants located in central Oregon. The OPD will serve as a trusted place for health providers and organizations to find accurate provider data. The OPD will roll out incrementally.

Having a soft launch period allows users to test the **quality of the data** and establish a **clear value**

proposition before OHA rolls the OPD out to a broader audience. Initial use cases include finding health information exchange (HIE) addresses and contact information, as well as using the OPD as a source to manage local directory information.

As tangible benefits are demonstrated, the OPD will become available to a broader base of users. Value is expected to grow over time as additional data sources and users are onboarded. Soft launch is expected to last approximately 6 months (ending in spring 2020). OHA is partnering with HIT Commons for soft launch and planning subsequent phases.

Soft Launch Activities

During soft launch, users onboard to the OPD and use it in their daily workflows and processes. OHA will convene users to gather their feedback on what works well, what enhancements are needed, and how the OPD benefits their organization. Soft launch also provides an opportunity to refine onboarding procedures, workflows, user documentation, and communication materials for the next set of users. More specifically, soft launch participants have agreed to:

Engage in program onboarding activities

- Sign participation, end user, and licensing agreements that outline how the OPD and data in the OPD can be used.
- Identify use cases or the ways their organization will use the provider directory (see [Use Cases to Evaluate](#)).
- Participate in onboarding activities.

Use the system

- Commit to regular data exchange.
- Incorporate the OPD into existing workflows.
- Monitor use and how the OPD impacts processes.

Soft Launch Participants

- PacificSource
- St. Charles Health System
- Central Oregon Independent Practice Association
- Advantage Dental
- Mosaic Medical

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Provide feedback

- Participate in bi-weekly user group meetings.
- Participate in evaluation and satisfaction survey.
- Provide input on relative value of use cases, system, workflows, enhancements, and communications to increase value of OPD.

Use Cases to Evaluate

Care coordination and health information exchange: Replace today's process of sticky notes and spreadsheets that can quickly become obsolete, to have an online source of core, accurate contact information for individual providers and health organizations.

Health information exchange: Make a health information exchange (HIE) address directory available so that health organizations can locate and send electronic patient health information securely to the right health provider.

Analytics: Enhance the availability of provider and practice information that health organizations like Coordinated Care Organizations and health systems need to produce data for outcome measures. This information is either not available today or only available via requests to many, different organizations and sources.

Validate local/own provider directory: Improve today's inefficient processes to keep provider data current by having one source of validated source of data that health plans and other health organizations can use to improve the quality and accuracy of their patient facing directories.

Support coordination of care and health information exchange promoting interoperability objectives: Provide a source of HIE addresses and coordination of care data that supports meeting the measures in the Promoting Interoperability Program.

Support Medicaid Managed Care Provider Directory requirements: Coordinated care organizations will be able to rely on one source of data to stay in compliance with Medicaid Provider Directory data requirements.

Community data validation/reliability/ completeness: Communities/regions/state will be able to trust the OPD for data management and survivorship. The OPD will do this by sourcing and reconciling multiple, conflicting provider directory records.

Out-of-state providers: The OPD will be a source and mechanism for storing/retrieving payers' out-of-state provider directory information.

Others: The OPD will enable the ability to meet Medicare Advantage requirements, support CCO provider network data reporting, and more to add to as uses are identified.

Soft Launch

Success Metrics

Objective	Measure
Providers and Organizations use the OPD	<ul style="list-style-type: none"> • # of providers and organizations in the soft launch region at start of soft launch and end of soft launch • # of active users • # of records validated by the OPD Program • # of data contributors trended over soft launch
High Quality Data	<ul style="list-style-type: none"> • Assessment of quality by soft launch users (compare OPD data to their own local data) • # of providers discovered that should be listed in a health plan's online directory but were not • # of providers listed in a health plans' directory that should not be • # of providers that had at least one inaccuracy in source data identified by OPD
User Satisfaction	<ul style="list-style-type: none"> • Resulted in fewer calls and outreach to providers/clinic staff • Contained more data than what's available today • Reduced the number of interfaces to get quality data • Was easy/straightforward • Met the objective of the organization's use case(s) • Satisfaction with the OPD tool
Improved Efficiency	<ul style="list-style-type: none"> • Reduced time for specific use cases (based on benchmark metrics collect by participants prior to soft launch) • Reduced steps in participants workflows • Improved turn-around and reduced effort for DSN report • Improved ability to find behavioral health providers (especially very specific services) for network inclusion)

Stay Connected

Sign up to receive email updates: goo.gl/RsgBMn
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For more information, please visit OregonProviderDirectory.org

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