Provider Directory Roadmap

MISSION

Provide Oregon healthcare entities a one-stop-shop for trusted, complete, and accurate provider and practice setting information to improve:

- Operational and administrative efficiencies
- Health information exchange
- Data used for health care analytics

Value Proposition

- Improve administrative efficiencies and improve overall quality of provider directory data
- Leverage accurate directory information to support Provider Directory regulations
- Meet HIE and Coordination of Care objectives for Meaningful use
- Find contact information, including electronic servicing information for individual providers and organizations
- Support research, reporting, measurement, and other health analytics needs with accurate, historical, and complete datasets

OBJECTIVES

Highest quality data
>x% data accuracy rate

Meaningful data set
Data sources cover >x% of providers

Ease of access
Access via portal, extracts, APIs/web services

Financially sustainable
Fees and Medicaid funding cover costs

Widespread adoption
Targeted users are onboarded and use the provider directory

TACTICS

Highest quality data
- Incorporate high-quality data sources
- Use skilled data stewards to oversee data
- Ensure data quality meets user needs by including them in User Acceptance Testing (UAT)

Meaningful data set
- Engage stakeholders to identify which providers, data, and sources of data are essential to meet the use cases
- Ensure data meets user needs by including them in UAT

Ease of access
- Offer multiple access methods and file download formats
- Involve stakeholders in design considerations and UAT

Financially sustainable
- Outline clear costs and benefits to entities who will pay fees
- Use a straightforward and fair fee model
- Be specific in value to the type of organization/user and what they are using the directory for
- Reach widespread adoption and buy-in to spread costs across those who will benefit

Widespread adoption
- Identify groups who need to be involved and informed
- Identify user adoption tiers and targets outlining who will adopt and when
- Develop simple messages by user tier
- Use multiple communication methods (direct, through channels)
- Use measurable data to communicate the value
- Implement small group of early adopters to use, measure, and evaluate prior to full release

METRICS

Highest quality data
- Data quality audits
- User error reports
- User data surveys
- Data steward reports
- Help desk records
- UAT reports

Meaningful data set
- User surveys
- UAT reports

Ease of access
- User surveys showing positive user experience
- Help desk records
- UAT reports

Financially sustainable
- Stakeholder vetted marketing materials and supporting documentation
- Approved fee model and specification sheets
- Commitment from needed share of fee payers

Widespread adoption
- Developed set of early adoption metrics and targets
- Early adoption metrics and targets are met
- Adoption tier targets are met