



# ***HealthCAWS® Accountability & Support Platform***

## ***An Action-oriented Customizable Portal***

## **Consumer Engagement in a Rapidly Evolving Health Care Environment**



***Presented to PCPCC Stakeholders***

***February 13 , 2014***

***Rose Maljanian Chairman &CEO***



# About HealthCAWS®

- HealthCAWS, Inc. founded in 2010, is a privately held and funded WBENC certified Delaware Corporation
- HealthCAWS delivers accountability & support tools via an *adaptable technology platform* to create *culture change* for improving health and mitigating cost trend- “the CAWS”™
- HealthCAWS target clients include payers, providers and quality/ support services companies
- Focused on *key quality & cost drivers*, the HealthCAWS Platform efficiently and effectively delivers accretive impact by bolstering engagement in client initiatives



# PCMH Attributes Closely & Broadly Tie to Consumer Broad Engagement Strategies

A

## PCMH Function and Attributes\*

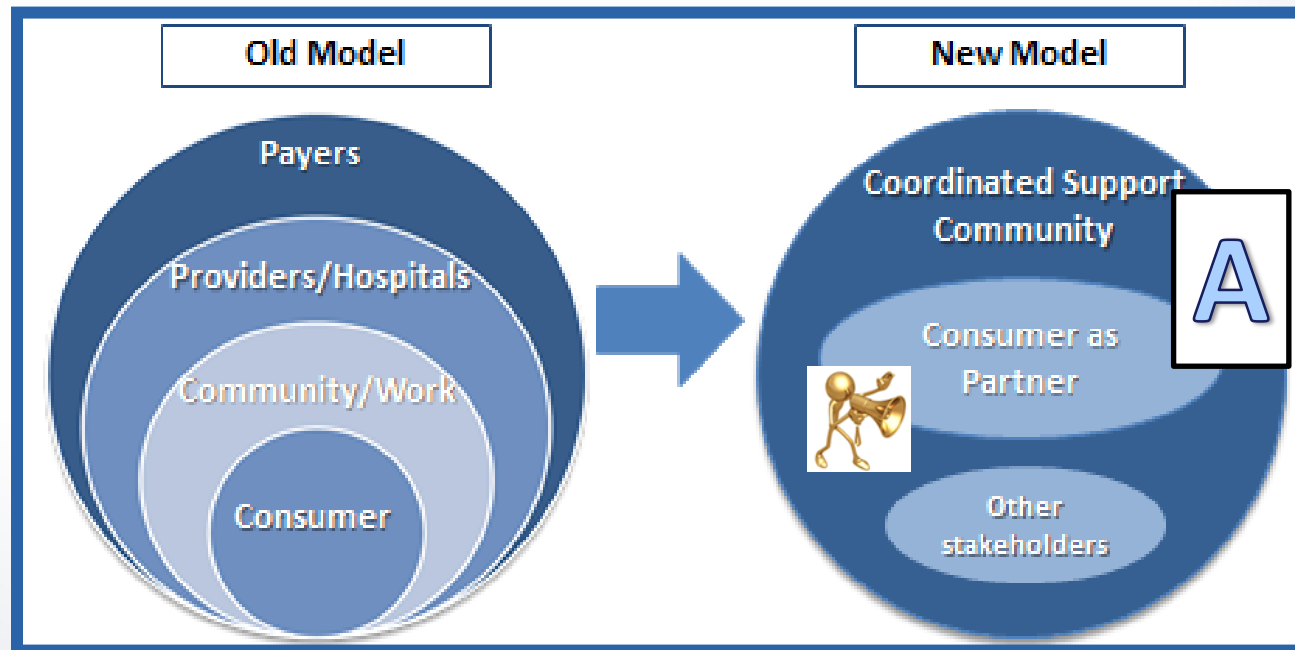
- Comprehensive Care
- Patient Centered
- Coordinated Care
- Accessible Services
- Quality and Safety



Source AHRQ-<http://pcmh.ahrq.gov/page/defining-pcmh>

# Why Focus Solutions on an Effective Consumer Engagement Strategy?

- Consumers are the end user for all clients and consumer behavior significantly contribute to health & cost outcomes
- Quantifying outcomes, i.e. value to clients, is dependent on consumers contributing data
- Revenue & financial stability tomorrow is dependent on a positive consumer experience today

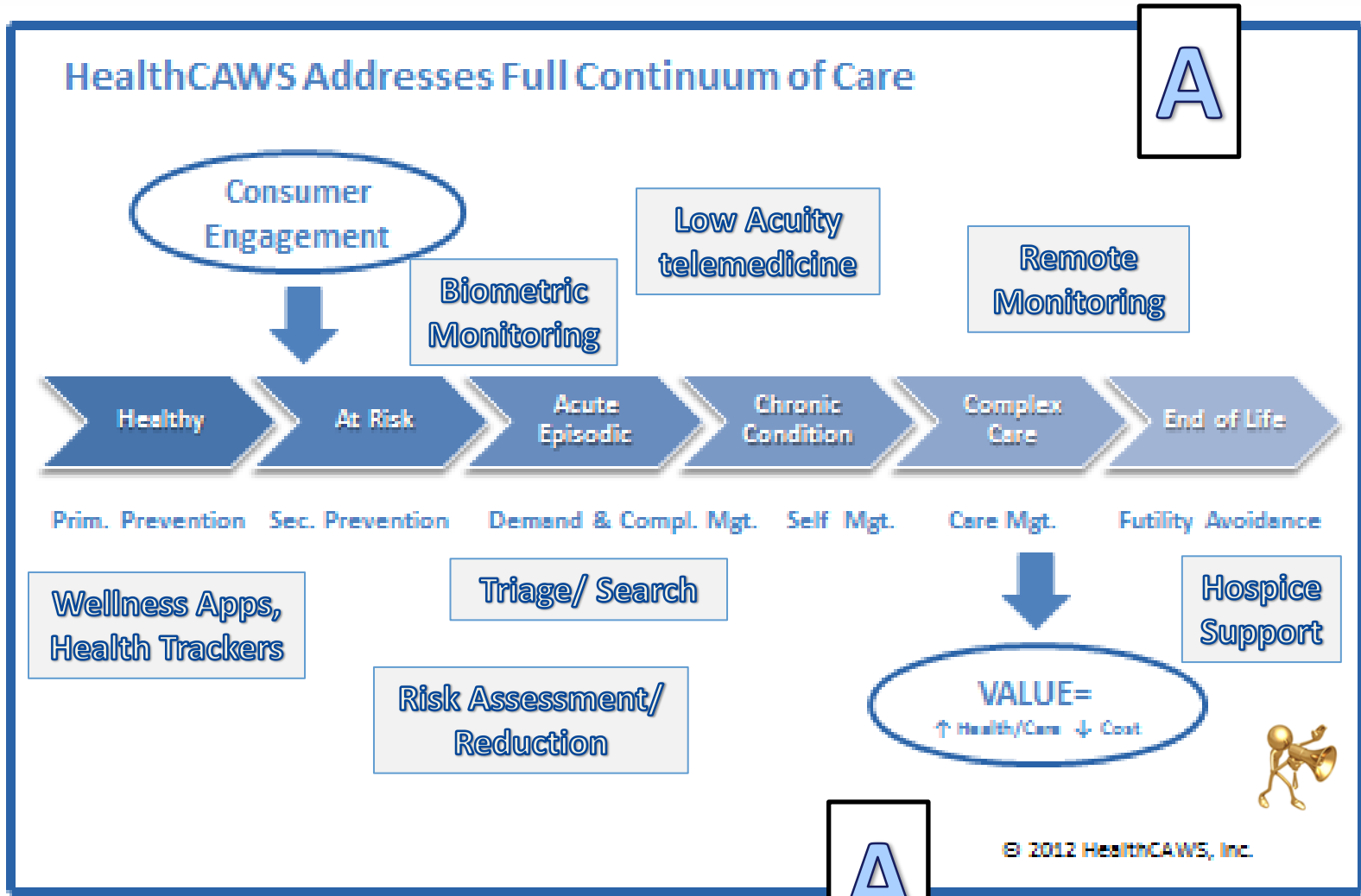


# Environment-Mega Trends Tied to Consumer Engagement By Stakeholder

- **Providers Movement Away from FFS to Pay for Value** Risk performance/quality risk to fully capitated financial risk. Engaging consumers in population health a must to succeed
- **Health Plan Repositioning** Maintaining relevance with consumers beyond admin functions. Insourcing consumer touch points and ↑ing support for individual purchaser
- **Employers Spend and Human Capital Focus** – better programs- engage, reduce costs, ↑ productivity plus talent acq. and what makes sense to cover/cost share
- **Pharmas** Fewer blockbuster drugs, > shift to generics, need for new angles that help consumers problems
- **Non Traditional Providers** New and bigger roles



# Leverage Continuum of Care & Create Impact





# What Factors will Accelerate Uptake in Consumer eHealth Solutions and Create Loyalty?

5 C's of Healthcare Consumerism (1)	HealthCAWS Drivers of Use by Consumers (2)	Think in Terms of What <u>They</u> Want?
Choice	Ease of Access	What kind of hoops do I have to go through to gain access or set-up. Is there a fee?
Convenience		
Collaboration	Work Required	How much information do I have to put in and how often?
Comfort	Value Out	Am I getting financial rewards or savings? Am I getting information I can't get elsewhere, connect to people or things? Does it save me time or make me feel better?
Cost		



(1) KizerK SoCAHIMSS April 10, 2013 (2) HealthCAWS 2013

# Positioning -Why Technology in PCMH

- **Convenience and improved outcomes for consumers**

- Otherwise reactive or not at all
- Lost time and opportunity cost
- Devices always on them
- Stickiness with the system



- **Extend reach of clinicians and facilities**

- More active participants
- Get in front of /avoid complications
- Keep the well, well

- **Reduce administrative costs**

- Lower unit costs staff
- Limit mailers/movement of paper

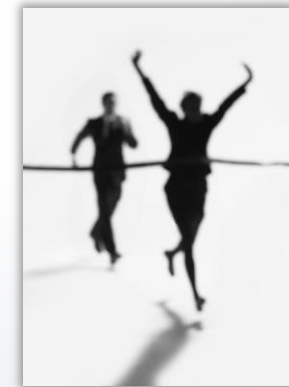
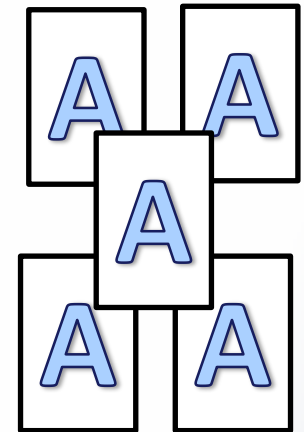
**Select References:**

- 1) Med Internet Res. 2013 May; 15(5): e95. Published online 2013 May 21 [2\) Diabetes Technol Ther.](#) 2013 May;15(5):434-8..3) J Med Internet Res. 2013 January; 15(1): e6. Published online 2013 January 8.



# What Will It Take to Get There as an Industry?

- Maximize all consumer e-touch points
- Offer a full continuum of tools and programs to accommodate all consumer level of need
- Use a multifaceted e-approach to engage and make everything easy to access and use
- Focus on adding value to consumers
- Map all efforts to targeted outcomes measures and continuously improve





HealthCAWS

# FRAMEWORK HISTORY & HEALTHCAWS CERT



A model created to guide healthcare organizations in developing and strengthening their patient engagement strategies through the use of eHealth tools and resources

The result of nearly a year of collaboration and vetting by over 150 top experts in healthcare and IT

**Over 20,000** downloads of the Patient Engagement Framework occurred....and counting

***“Patient engagement is the blockbuster drug of the century.”***

- Dr. Farzad Mostashari, National Coordinator for Health IT

# Advancing the National Agenda

## Consumer eHealth Readiness Tool (CeRT)

**Online business intelligence tool developed by HealthCAWS and brought to market in a SaaS portal**

**Measures an organization's consumer engagement capabilities and practices**

**Mapped to Meaningful Use Criteria**

**Provides resources to accelerate progress**

### The CeRT Assessment

- Helps quantify consumer engagement along progressive Consumer Engagement dimensions:
  - Informed consumer
  - Empowered consumer
  - Engaged consumer
  - Partnered consumer
- Includes additional support dimensions:
  - Technology Infrastructure
  - Organizational Infrastructure
  - Outcomes Measures and Evaluation

#### Sub dimensions

- Cons. Ed/ Suppt
- Access Info
- Trans Forms
- eHealth Mgt

# Consumer eHealth Readiness Tool (CeRT) powered by HealthCAWS

## ***What is the CeRT?***

- Online 24/7/365 business intelligence support service that includes an extensive s organizational assessment, real-time progress reports, a comprehensive resource center and solutions directory
- Promotes Meaningful Use criteria and progression along the NeHC Patient Engagement Framework with specific items mapped to each

## ***Who Can Benefit from using the CeRT?***

- Hospitals, physician groups, ACOs, PCMHs
- Health plans, employers, government/non profit agencies, HIEs/RECs
- Population health, technology, pharmaceutical companies

# Consumer eHealth Readiness Tool (CeRT) powered by HealthCAWS



**Question 40**  
Engaged Consumer Please rate your organization's stage of implementation for each aspect of engaged consumers to take action. All items are rated on the following scale unless otherwise noted: -No, out of scope (for at least next 2-3 years) -No, have not initiated but in scope Yes, in development (to implement within 12 months) -Yes, partial implementation (pilot or subset of activities) -Yes, fully implemented

**Question 41**  
Access to Information-Downloadable record  
Yes, In development

**Question 42**  
Access to Information-Consumer controlled transmittable record (e.g. to other providers or person supports)  
No, Would consider

**Question 43**  
Access to Information-Consumer generated data integrated into record  
Yes, in development

**Question 44**  
Access to Information-Consumer generated data viewable by consumer as part of record  
Yes, In development

**Question 45**  
Access to Information-Consumer generated data viewable by consumer as part of record  
Yes, In development

**Question 46**  
Access to Information-Consumer generated data viewable by consumer as part of record  
Yes, Partial

**Question 47**  
Transaction-based Payment (e.g. for care)

National eHealth Collaborative  
powered by HealthCAWS

Welcome Rose to your National eHealth Collaborative-HealthCAWS Survey Central™

Welcome Rose to your National eHealth Collaborative-HealthCAWS Survey Central. Here you will be able to take your assessment, access your assessment history, progress reports, and resource library to help advance consumer engagement and meaningful use of health information technology. In addition, you can access our solutions directory including HIEHC supporters that offer a wide array of products and services that may be of interest to you.

We thank you for your commitment to advancing consumer engagement and high quality, affordable health care.

\*Inclusion in the solutions directory does not represent a certification of or responsibility for the products and services by HIEHC or HealthCAWS

My... Assessments GO

My... Progress Reports Summary GO

My... Progress Reports Details GO

My... Resource Center GO

My... My Solutions Directory GO

Company Solution Contact Information

**Your Hosts**

**National eHealth Collaborative**  
A public-private partnership focused on accelerating progress toward widespread, secure and interoperable nationwide health information exchange to improve health and healthcare. NeHC's neutrality and diverse multi-stakeholder participation provides a unique platform for collaboration. NeHC educates, connects, and encourages healthcare stakeholders to advance health information technology and health information exchange (HIE) nationwide through its NeHC University web-based education program, its Consumer Consortium on eHealth and its HIE Learning Network.  
www.nationalehealth.org  
Contact: Ian Hoffberg  
Email: ihoffber@nehc.org  
Phone: (202) 467-2178

**HealthCAWS**  
A health care services company focused exclusively on helping payer, population health and delivery system clients improve health and reduce health care costs. By Combining Accountability With Support in an adaptable technology Platform, HealthCAWS mobilizes consumers and providers in a unified effort to achieve the common goal of high quality, affordable care - "the CAWS™".  
www.healthcaws.com  
Contact: Rose Maljasa  
Email: rmaljasa@healthcaws.com  
Phone: (866) 673-0222

National eHealth Collaborative-HealthCAWS Survey Central™

Home

Summary Report

eConsumer Engagement Organizational Assessment

1. Informed Consumer	52.00 out of 52.00	Excellent. You have indicated that your organization is approaching or has made maximal progress on efforts to advance informing consumers. For additional resources on advancing your consumer engagement strategy, please click <a href="#">HERE</a> and <a href="#">HERE</a> .
2. Empowered Consumer	52.00 out of 72.00	Great. You have indicated that your organization has made much progress on efforts to advance empowering consumers. For additional resources on advancing your consumer engagement strategy, please click <a href="#">HERE</a> .
3. Engaged Consumer	25.00 out of 44.00	Great. You have indicated that your organization has made much progress on efforts to advance engaging consumers.

National eHealth Collaborative-HealthCAWS Survey Central™ Resource Center

Engagement Tools

Infrastructure Supports

Measures & Evaluation

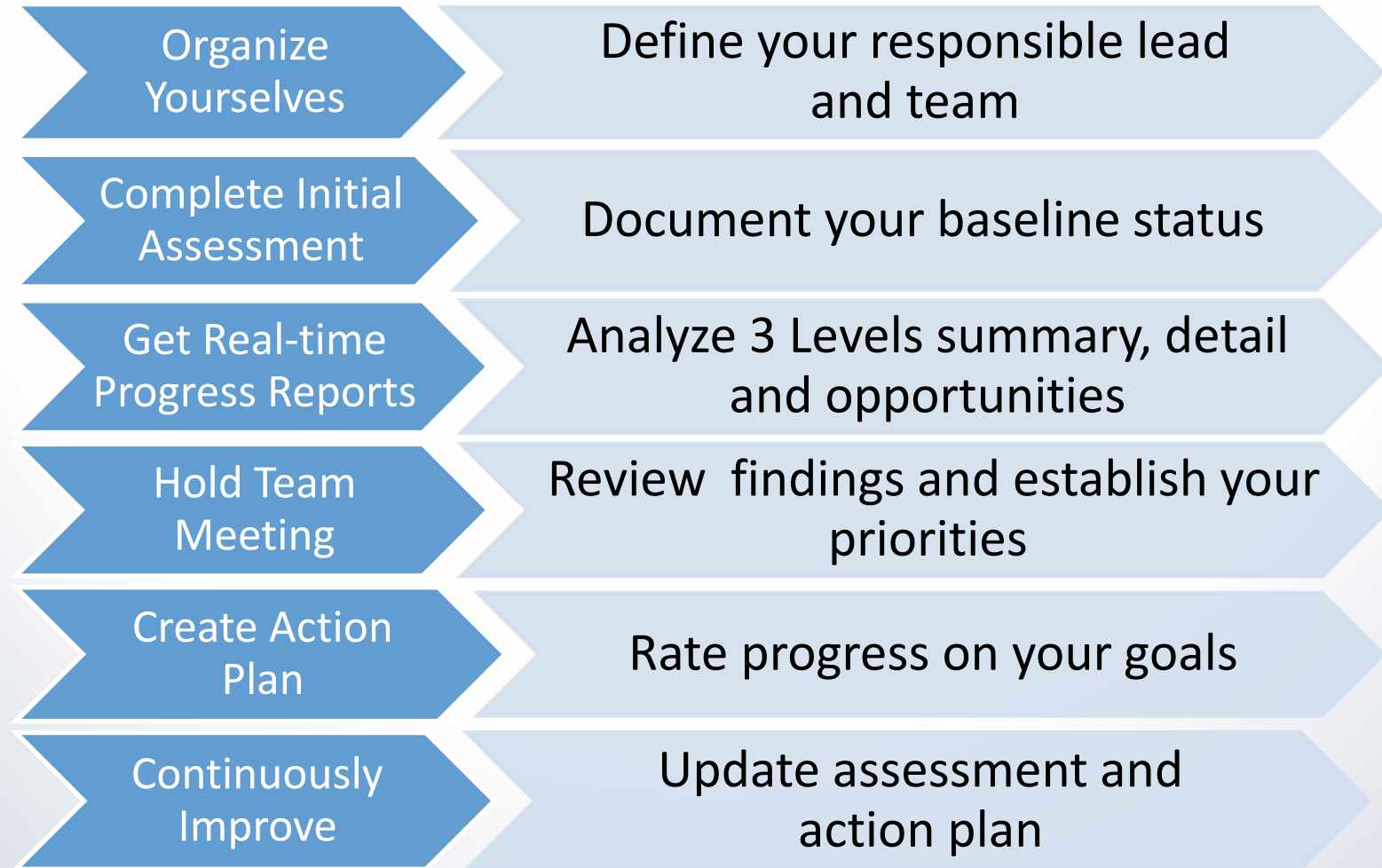
- ONC EHRs Taking the First Step
- ONC Achieving Meaningful Use
- CMS EHR Certification
- NQF Meaningful Use
- NeHC HIE Roadmap
- CWF Medical Home Implementation Guides
- NQF The ABCs of Measurement
- NQF Care Coordination Measures
- CMS Core Quality Measures
- NQF-HHS Measure Authoring Tool
- CMS Core Quality Measures Tip Sheet
- CMS Core Quality Measures List-Eligible Professionals

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Proprietary & Confidential, Patent Pending





# HealthCAWS® Organizational 6 Step Quality Improvement Process



# CeRT Comprehensive Solution

## Welcome Screen

- Login and access the entire CeRT solution set from one convenient screen:
- Assessment
- Reports
- Resource Center
- Solutions Directory



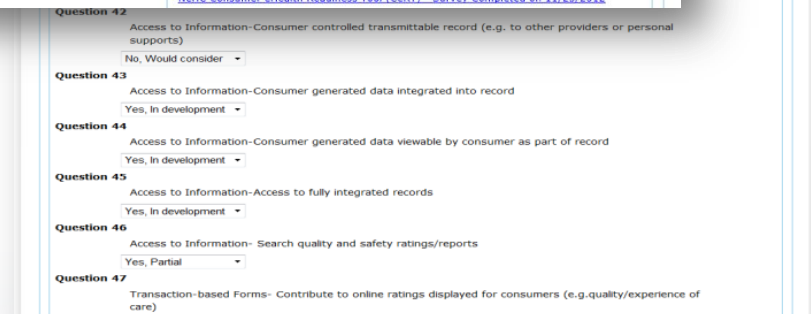
The screenshot shows the user interface of the CeRT solution. At the top, there is a navigation bar with 'Welcome', 'Rose Mal', and 'LOG OUT'. The main header features the 'National eHealth Collaborative' logo and 'powered by HealthCAWS' with the tagline 'Combining Accountability With Support'. The main content area is titled 'Welcome to NeHC Consumer eHealth Readiness Tool (CeRT) powered by HealthCAWS'. Below this, a personalized message reads: 'Welcome Rose to your NeHC CeRT powered by HealthCAWS'. The message continues: 'Welcome to NeHC CeRT powered by HealthCAWS. Here you will be able to take your assessment, access your assessment history, progress reports, and resource library to help advance consumer engagement and meaningful use of health information technology. In addition, you can access our solutions directory including NeHC supporters that offer a wide array of products and services that may be of interest to you\*.' Below the message are links for 'CeRT Instructions' and 'NeHC Patient Engagement Framework'. A disclaimer states: '\*Inclusion in the solutions directory does not represent a certification of or responsibility for the products and services by NeHC or HealthCAWS'. On the right side, there are six buttons with 'GO' arrows: 'My... Assessments', 'My... Progress Reports Summary', 'My... Progress Reports Details', 'My... Opportunities Report', 'My... Resource Center', and 'My... Solutions Directory'.

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# CeRT Assessment and Action Plan

## Assessments and History

- Easy, point and click format makes the assessment efficient to complete and update to gauge progress over time
- Previous answer display makes updates easy



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# CeRT Progress Reports

Drive Quality  
Improvement

National eHealth Collaborative

powered by HealthCAWS<sup>®</sup>  
Combining Accountability With Support<sup>®</sup>

HealthCAWS<sup>®</sup> Combining Accountability With Support<sup>®</sup>

Home



Summary Report		
NeHC Consumer eHealth Readiness Tool (CeRT)		
1. Informed Consumer	29 of 32	Excellent. You have indicated that your org approaching or has made maximal progress advance informing consumers. For additional resources on advancing your engagement strategy, please click <a href="#">HERE</a> .
a.Consumer Education & Support	4 of 4	
b.Access to Information	8 of 8	
c.Transaction-	11 of	

- Quantifies an organization's capabilities and readiness to advance consumer engagement
- Real-Time Analysis
- Displayed in an easy-to-read progress reports in 3 levels
  - Summary
  - Detail
  - Opportunities

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# CeRT Resource Center

## All in One Place

- Access valuable trusted source resources in one convenient place
- Save yourself and your team valuable time that can be better spent supporting consumers and providers

The screenshot shows the HealthCAWS® website header with the National eHealth Collaborative logo, a 'Welcome' message, the user name 'Rose Mal', and a 'LOG OUT' button. Below the header is the title 'HealthCAWS® Accountability and Support Resource Center'. The main content area is divided into three columns:

- Consumer Engagement Tools:**
  - AHRQ Consumer Involvement [GO](#)
  - ONC Health IT for You [GO](#)
  - Medline Plus Health Topics [GO](#)
  - RWJ Engaging Consumers in Ambulatory Care Toolkit **NEW** [GO](#)
  - HHS Blue Button [GO](#)
  - AHRQ Health Assessment in Primary Care: A How to Guide **NEW** [GO](#)
  - CDC Consumer Education [GO](#)
  - Center for Shared Decision Making [GO](#)
- Infrastructure Supports:**
  - ONC EHRs Taking the First Step [GO](#)
  - ONC Achieving Meaningful Use [GO](#)
  - CMS Meaningful Use [GO](#)
  - ONC Blue Button+ [GO](#)
  - ONC Blue Button+ Implementation Guide [GO](#)
  - ONC Blue Button+ Privacy [GO](#)
  - ONC Local EHR Implementation Support-RECs [GO](#)
  - Hospitals in Pursuit of Excellence-Leadership Guide **NEW** [GO](#)
- Measures & Evaluation:**
  - NQF The ABCs of Measurement [GO](#)
  - NQF HHS Measure Authoring Tool [GO](#)
  - NQF Care Coordination Measures [GO](#)
  - HHS National Quality Strategy [GO](#)
  - CMS Core Quality Measures [GO](#)
  - CMS Core Quality Measures Tip Sheet [GO](#)
  - CMS Core Quality Measures Adult 2014 [GO](#)
  - CMS Core Quality Measures Pediatric 2014 [GO](#)

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# Potential Value Derived from CeRT powered by HealthCAWS

## ***Process \$ Saved***

- Organized effort saves administrative dollars and valuable staff time on committee meetings and process research
- Allows focus of consultant/vendor dollars on advanced improvements and tools versus inventories of where you are and planning stage

## ***Outcomes \$ Gained***

- Focus on consumer engagement improves clinical and cost of care outcomes
- Increased incentives meaningful use, pay for performance
- Consumer loyalty ties to revenue maintenance and growth



# Discussion

# THANK YOU.

For questions, please contact :

[rmaljanian@healthcaws.com](mailto:rmaljanian@healthcaws.com)

860.673.0221



**KHIE**  
KENTUCKY HEALTH  
INFORMATION EXCHANGE



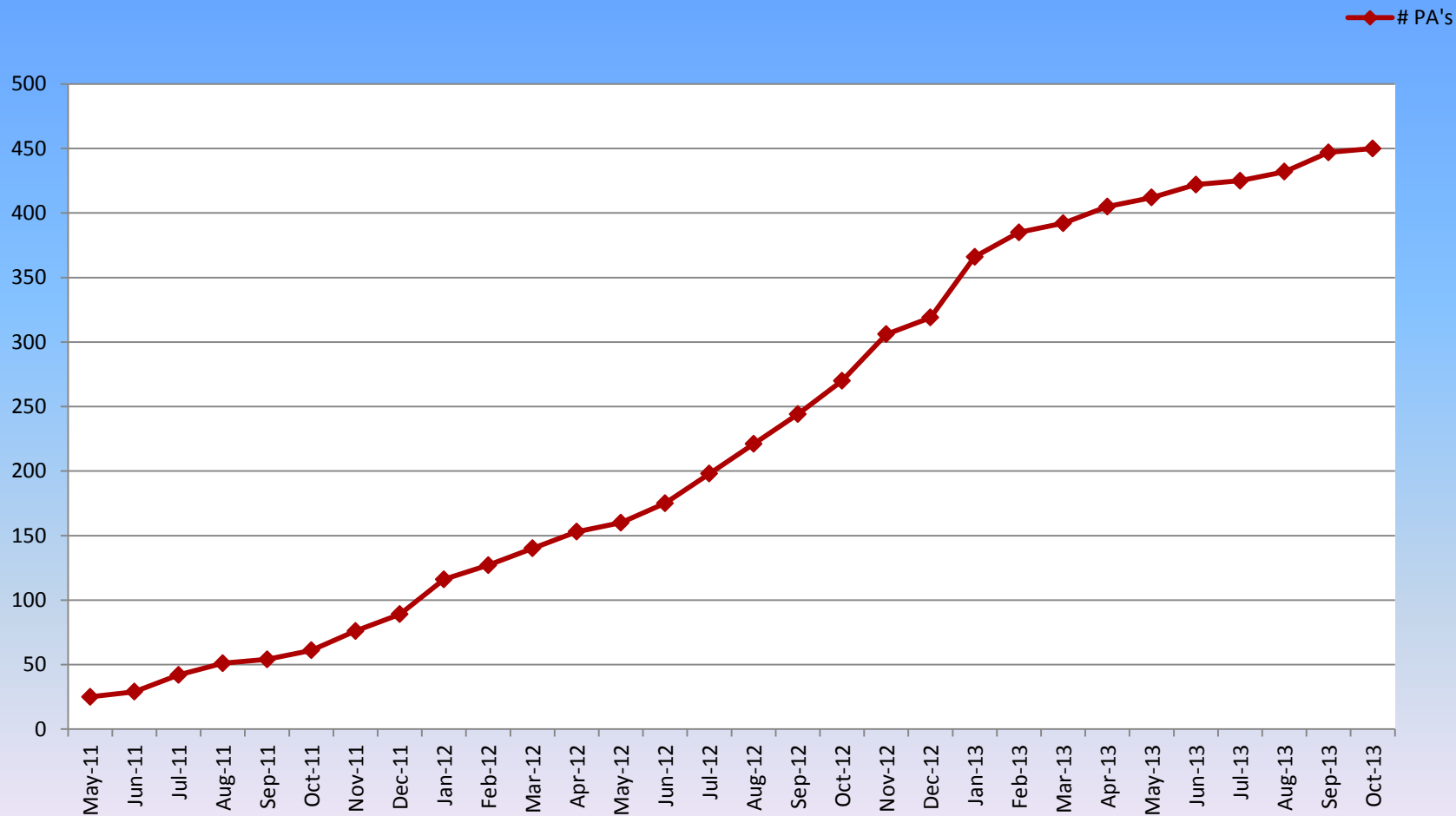
# Consumer Engagement in Kentucky: The Role of CeRT

Gary W. Ozanich, Ph.D.  
Center for Applied Informatics  
Northern Kentucky University

- Use of CeRT powered by HealthCAWS is part of the larger strategic plan for Kentucky CHFS
- Quick level set on health information exchange in Kentucky
- How Kentucky is using CeRT
- Survey of Providers Using CeRT
- Benefits and ROI from CeRT

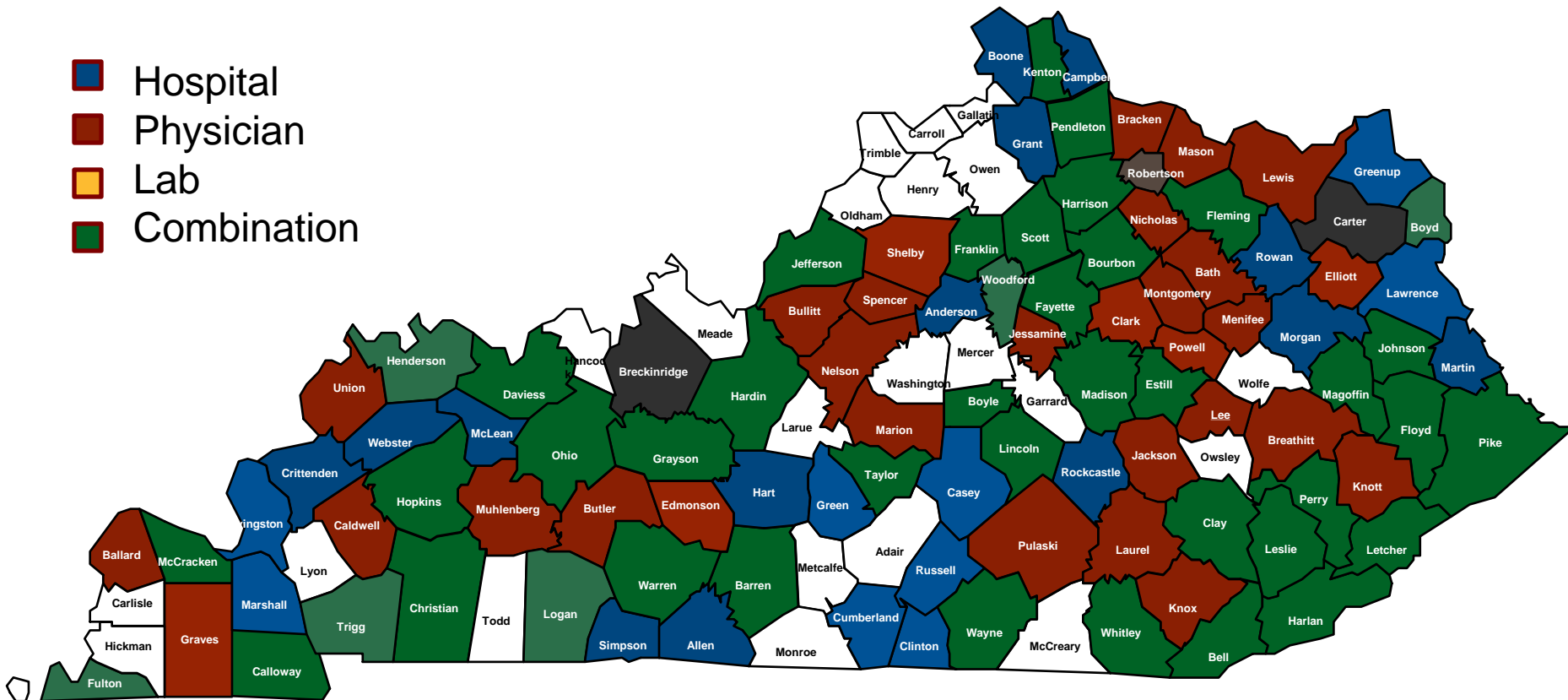


### KHIE Participation Agreements Signed





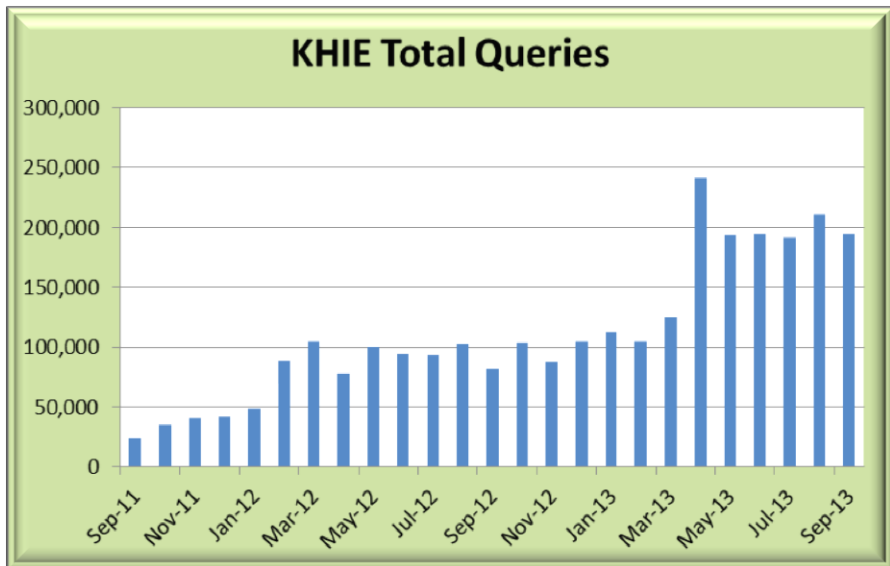
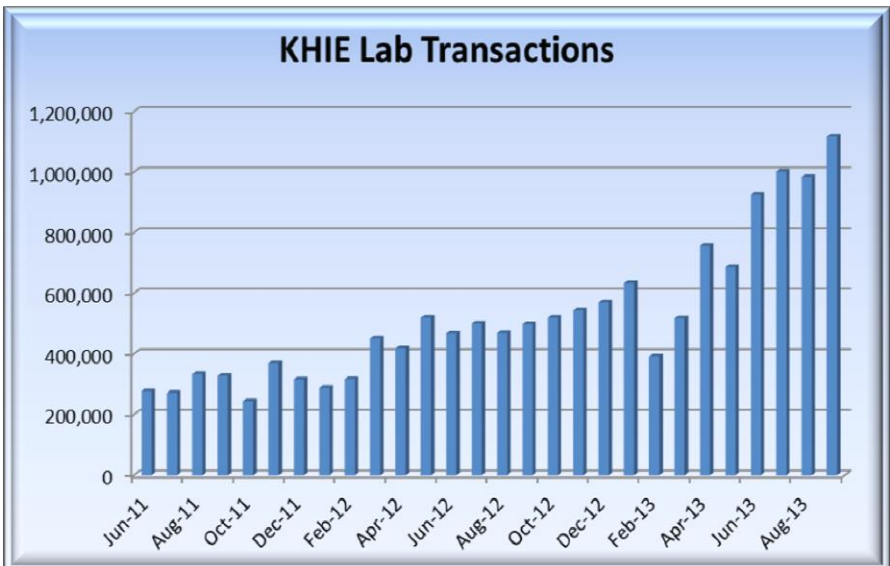
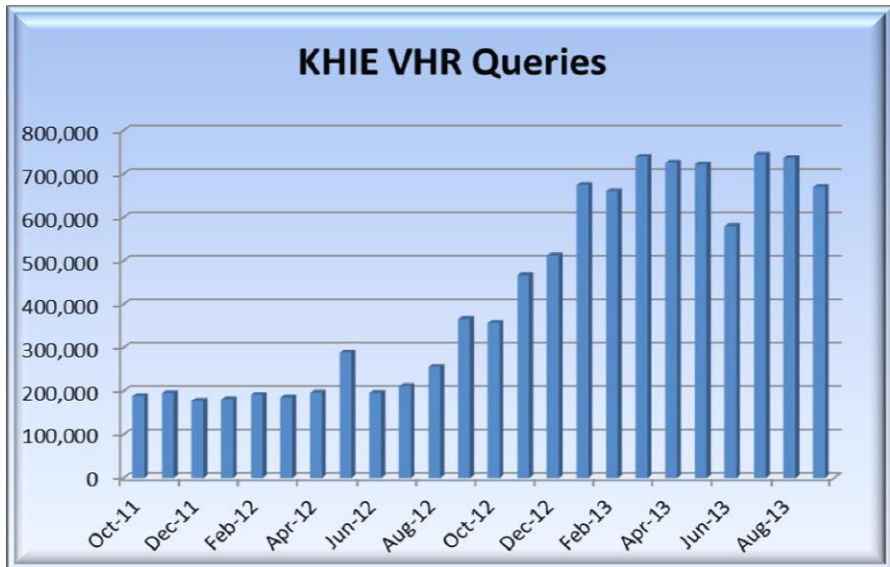
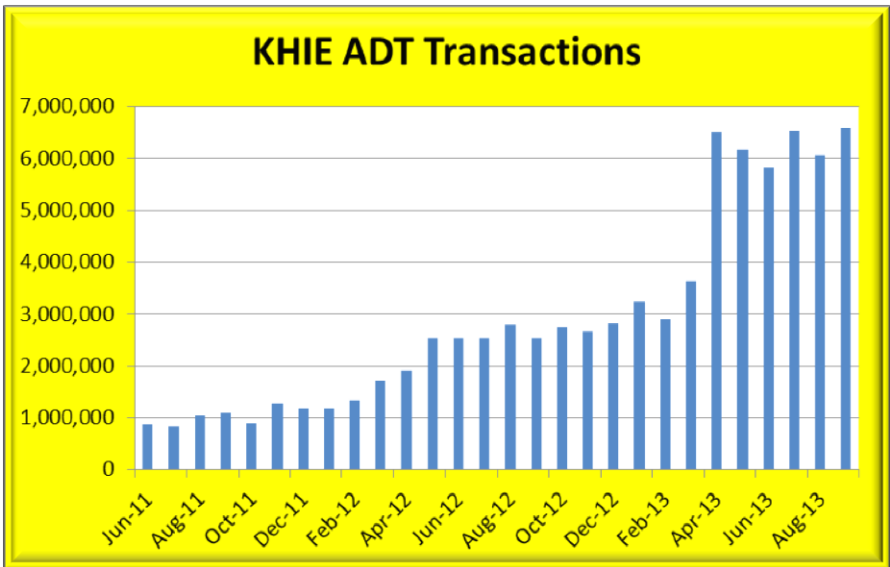
- Hospital
- Physician
- Lab
- Combination

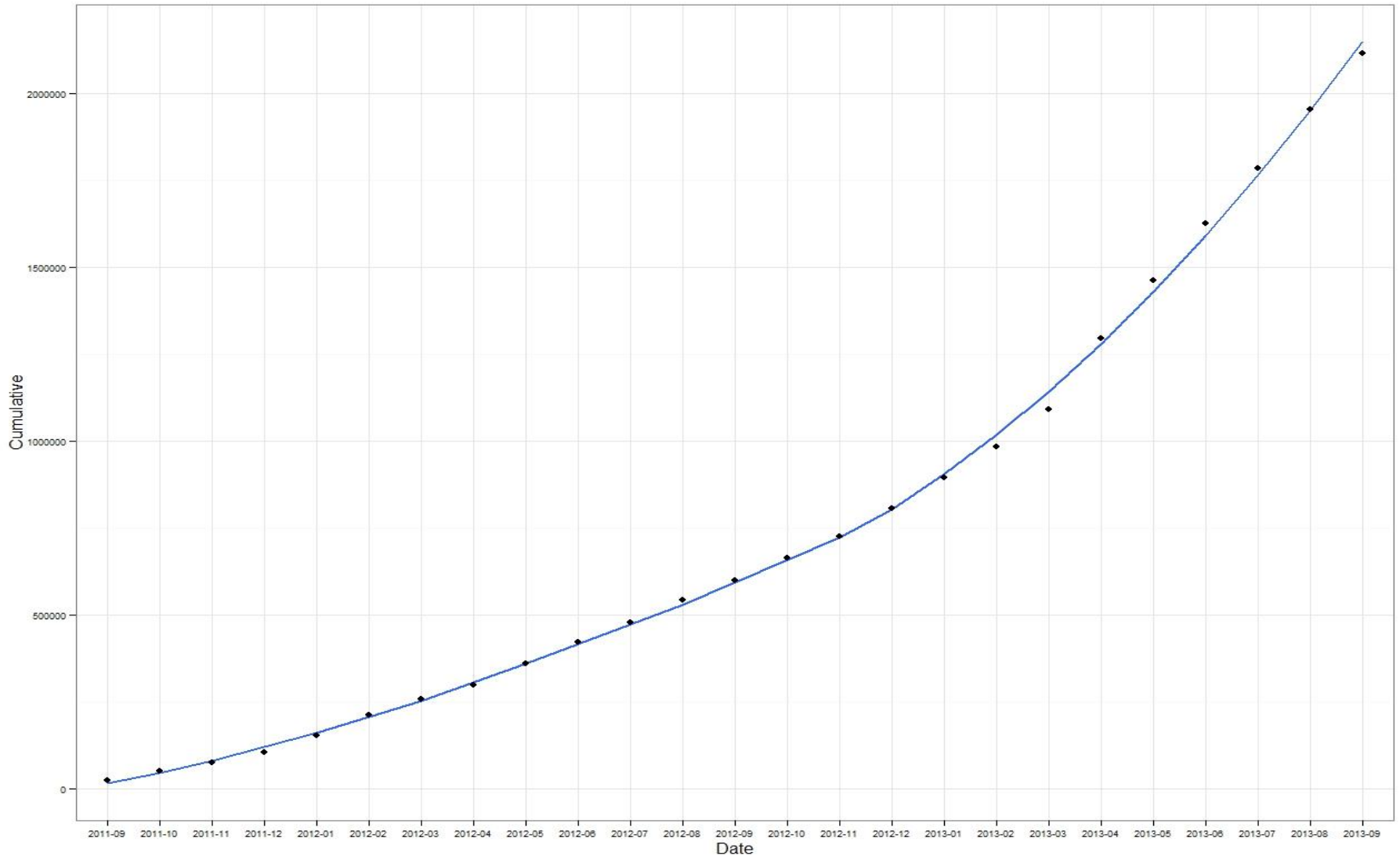


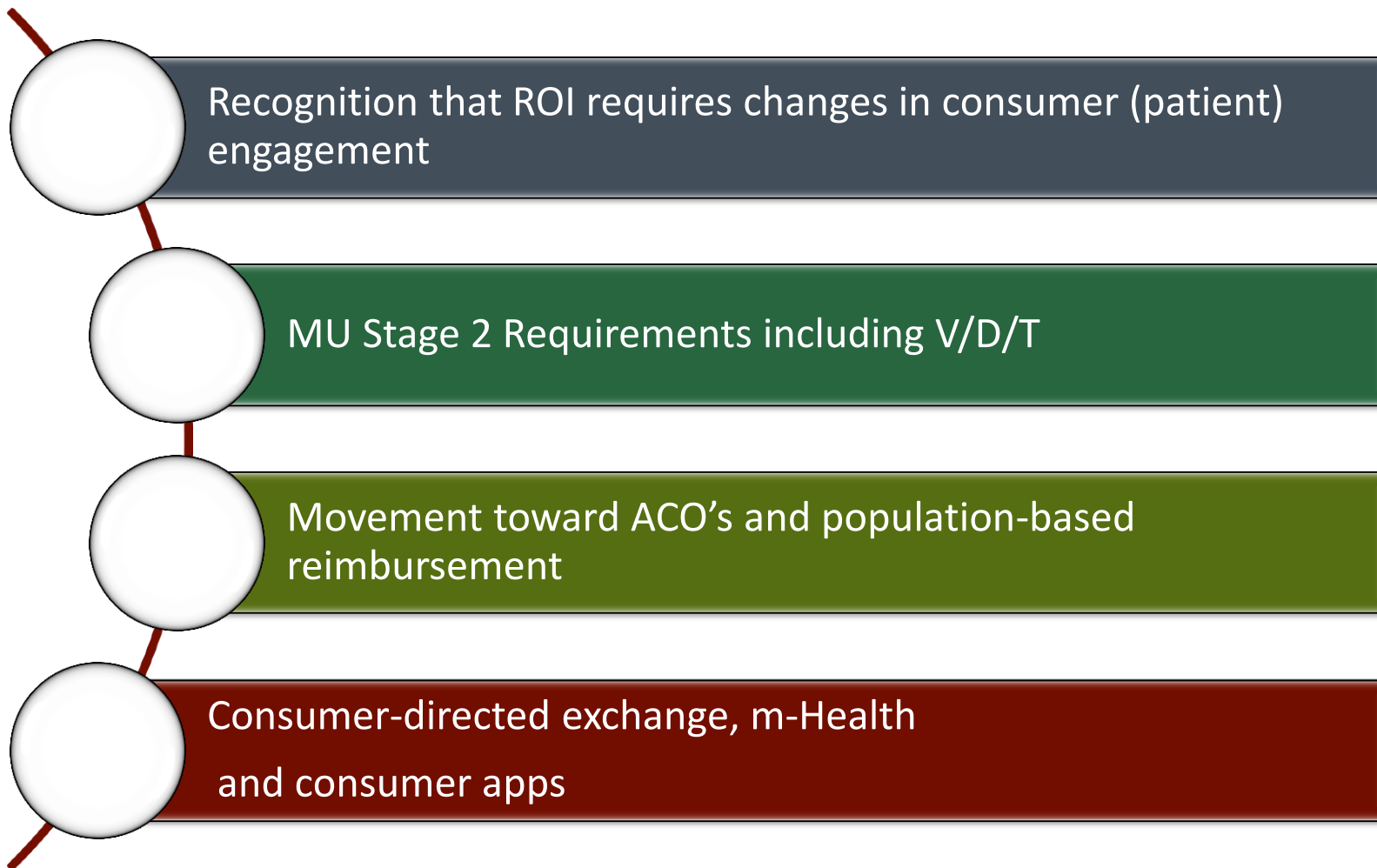
**Others:**

- Kentucky Immunization Registry
- State Lab (Microbiology) (Franklin)
- Grundy, VA
- Hamilton, OH
- Pennyroyal Behavioral Health Ctrs











# How is Consumer Engagement Being Supported by KHIE?

Coordinating Council  
Committees consumer focus

Convened  
Meeting of  
Stakeholders

GOEHI Marketing  
Campaign

NeHC CeRT  
(Consumer eHealth  
Readiness Tool)—first  
in the nation to adopt

Top Priority—MU  
Stages 2 and 3

- **Leadership in consumer engagement**
- **Provider pathway to MU Stages 2/3**
- **Enable incentive funds quicker**
- **Lower costs**
  - Avoid staff FTE or consultant expenses
  - Mapped to framework, no need to reinvent theory or context
  - Ease of use, iterative, and comprehensive
- **CeRT is cost effective: ROI from week one**

- **CeRT is independent of KHIE**
- **The Commonwealth of Kentucky and its affiliates have no access to individual provider data related to the CeRT**
- **Standardized measurement**
  - Aggregate data, state level tracking
  - Common measures

- **Underwriting 48 one year licenses**
  - In two stages, overwhelming demand for the initial offering of 13 licenses
- **Selection Process**
  - Stratified by licensed beds, or # of providers
  - 48 Applications received for initial 13 licenses



## Patient Engagement is important to my organization's overall strategy:

- **Strongly Agree:** **89%**
- **Neither Agree nor Disagree:** **11%**
- **Disagree or Strongly Disagree:** **0%**

**The additional resources provided by CeRT were useful in planning for consumer engagement.**

**Agree or Strongly Agree: 88%**

- Strongly Agree: 50%
- Agree: 38%
- Neither Disagree nor Agree: 12%
- Disagree or Strongly Disagree: 0%

## CeRT has been beneficial in developing my organization's consumer eHealth strategy:

**Agree or Strongly Agree: 78%**

- Strongly Agree: 11%
- Agree: 67%
- Neither Agree nor Disagree: 22%
- Disagree or Strongly Disagree: 0%

## The CeRT was easy to use.

**Agree or Strongly Agree: 78%**

- Strongly Agree: 11%
- Agree: 67%
- Neither Disagree nor Agree: 11%
- Disagree: 11%
- Strongly Disagree: 0%

## Using CeRT will make it easier to attest to Meaningful Use Stage 2

**Agree or Strongly Agree: 66%**

- Strongly Agree: 22%
- Agree: 44%
- Neither Disagree nor Agree 33%
- Disagree or Strongly Disagree: 0%

## Responses in context:

- **About half the respondents have a patient portal**
- **At various level of implementation**
- **Stratified sample**
- **Many providers (and vendors) are in the earlier stages of MU2 planning**



- **KHIE and Kentucky REC have licenses**
  - KHIE is using for planning and implementation of patient portal and other engagement activities
  - REC is using for training
  - CeRT will be used for required ONC assessment activities
- **Other providers are encouraged to consider direct purchase**

- **Logical next stage in the state support of consumer engagement**
- **Expedites consumer engagement**
- **Assists providers in making good decisions**
- **Cost effective**
- **Gets providers on the same page**
- **Qualify for MU Stage 2 quicker**
- **Standardized measurement and tracking**



# Questions