

# Florida eHealth Summit



Make the Connection

**August 6-7, 2009 Tampa Florida**

# Many Thanks to Our Sponsors

- University of South Florida
- Rural Health Partnership and WellFlorida
- ePrescribe Florida



# Antitrust Guidelines

- GUIDELINES FOR MEETING TO DISCUSS POSSIBLE FLORIDA eHEALTH INFORMATION INTERCHANGE
- Guiding Principle: Avoid discussion that could evidence intent to use ehealth information interchange for anti-competitive purposes
- No discussion about the following should occur:
  - Prices or premium rates of any participating organization
  - Coverage provided by any participating organization
  - Provider reimbursement rates paid by any participating organization
  - Potential competitive effects of information interchange on any organization regardless of participation
  - Grounds for excluding any entity wanting to participate in information interchange
  - Potential restrictions on competitive activities of any participating organization
- Meeting minutes should adequately reflect matters discussed and be reviewed by attending counsel
- No discussion (other than social) should occur among participating organization outside meeting Slide Content

# Reminder: All Material Available At Website

## Have a Question? Need an Answer?

Join our Listserv and share your questions and search our archives of answers. Learn from others who are asking the same questions! Send us your question or e-prescribing issue to [Questions@ePrescribeFlorida.com](mailto:Questions@ePrescribeFlorida.com) We'll do our best to get you a prompt answer!

## Congratulations Registered Vendors

Need an ePrescribing Solution? The following organizations have completed our registration process, and completed a series of steps and review of their ePrescribing applications.

### Download the Press Release

- RXNT
- H2H Solutions, Inc. – Digital RX
- Achieve Healthcare Technologies
- Instant DX
- Misys eScript
- DrFirst
- SSIMED
- RelayHealth
- MedPlus/Quest Diagnostics
- iScribe
- ZixCorp
- Nextgen
- Informed Decisions
- Availity
- McKesson Practice Partners

## Become a Registered Vendor Solution

The following organizations have responded to the Vendor Solutions Workgroup registration process and have submitted applications which are being reviewed. Once final, these vendor solutions will be added to the list of ePrescribe Florida Registered Solutions.

## Dedicated to Electric Prescribing Education!

ePrescribe Florida seeks to increase patient safety and meet the needs of the Florida public, by establishing and promoting an understanding of electronic prescribing through educational and outreach programs and promoting health plan and other incentives for adopting e-prescribing technology.

## Attend one of our Education Sessions and Events

Learn about our educational sessions to assist you and your practice and how to get started e-prescribing today. Check out our [Events](#).

## First Quarter 2009 Meeting - April 23 Jacksonville

We will hold our First Quarter ePrescribe Florida meeting on Thursday, April 23<sup>rd</sup> from 11:00 AM until 5:00 PM. The meeting will be hosted by BCBSF at their main campus facility near UNF. Please extend a **warm thank you to BCBSF** for hosting our meeting. Please note the new meeting format. To make travel easier and less costly, we are reducing our meeting time down to a single day and starting the meeting at 11:00 and ending at 5:00 The BCBSF facility is located at 4800 Deerwood Campus Parkway, Jacksonville FL, 32246.

[Download the Meeting Agenda](#)

[Download the Meeting PowerPoint](#)

[Download the 2009 Operating Plan](#)

[Download the Provider Outreach Report](#)

[Download the SureScripts National Report](#)

[Download the FL 1<sup>st</sup> QTR 09 Report](#)

[Download the AHCA Intro to ARRA Presentation](#)

[Download the Tennessee Independent Pharmacy e-Prescribing Survey](#)

[Download the Ohio Medical Association Controlled Substance Guideline](#)

[Download the Surescripts Controlled Substance Guidelines](#)

## Get Paid for ePrescribing!! Check Out This Important CMS Incentive Program

The Centers for Medicare and Medicaid Services (CMS) is offering a critical opportunity to get paid to electronically prescribe. **Check out the details!** The incentives program began January 1, 2009. **Contact us** with any questions or help in getting started today

# Agenda August 6, 2009

1:00 – 1:15	<b>Welcome and Introductions</b>	<b>Walt Culbertson,</b> Executive Director ePrescribe Florida
1:15 – 1:30	<b>Opening Remarks</b>	<b>Dr. Stephen Klasko</b> CEO, USF Health Dean, College of Medicine University of South Florida
1:30 – 2:00	<b>Opening Remarks</b> <ul style="list-style-type: none"> <li>• Ms. Harrell currently serves on the Advisory Committee to the National Coordinator of Health Information Technology on policy issues</li> </ul>	<b>Gayle Harrell</b> Former Florida House of Representatives (81st district, from 2000-2008)
2:00 – 2:15	<b>ePrescribe Florida</b> <ul style="list-style-type: none"> <li>• Introduction to ePrescribe Florida Collaborative</li> <li>• Status of ePrescribing activity in the State of Florida</li> <li>• 2009 Goals and Objectives</li> </ul>	<b>Walt Culbertson,</b> Executive Director ePrescribe Florida
2:15 – 2:30	<b>University of South Florida</b> <ul style="list-style-type: none"> <li>• Overview of USF eHealth Programs</li> <li>• PaperFree Tampa Initiative</li> <li>• Collaboration with other Initiatives</li> </ul>	<b>Jay Wolfson, DrPH, JD</b> Distinguished Service Professor Public Health and Medicine Associate Vice President Health Law, Policy and Safety - USF Health
2:30 - 2:45	<b>Healthy Ocala</b> <ul style="list-style-type: none"> <li>• Overview of the Healthy Ocala community effort</li> <li>• Framework to build out a community-wide ePrescribing adoption effort</li> </ul>	<b>Dr. David Willis, MD</b> David Willis, MD Medical Director Healthy Ocala
2:45 – 3:00	<b>Break</b>	<b>Provided by USF and Rural Health Partnership</b>

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3:00 – 3:15	<b>Agency for Health Care Administration (AHCA)</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• HIT and Physician Education, Support or Services</li> <li>• Existing Collaborative efforts and 2009 Goals (including ARRA planning to-date)</li> </ul>	<b>Christopher B. Sullivan, Ph.D.</b> Administrator Office of Health Information Technology Florida Center for Health Information and Policy Analysis Agency for Health Care Administration
3:15 – 3:30	<b>Rural Health Partnership – WellFlorida</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• HIT and Physician Education, Support or Services</li> <li>• Collaborative efforts</li> </ul>	<b>Kendra I. Siler-Marsiglio, Ph.D.</b> Director, Rural Health Partnership WellFlorida Council
3:30 - 3:45	<b>Florida Academy of Family Physicians (FAFP)</b> <ul style="list-style-type: none"> <li>• Organization Overview</li> <li>• EHR Now Program Lessons Learned</li> <li>• 2009 Education and other Program Goals</li> </ul>	<b>Tad P. Fisher</b> Executive Vice President Florida Academy of Family Physicians
3:45 – 4:00	<b>Parrish Medical Center</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• HIT and Physician Education, Support or Services</li> <li>• Collaboration and HIE efforts with regional delivery systems</li> </ul>	<b>Christopher A. McAlpine</b> Senior Vice President, Professional Services and Administration Parrish Medical Center
4:00 – 4:15	<b>Big Bend RHIO</b> <ul style="list-style-type: none"> <li>• Organization Overview</li> <li>• Overview of a Recommended Plan for Health IT and HIE in</li> </ul>	<b>Zach Finn</b> Vice President, Avocare Project Director Big Bend RHIO
4:15 – 4:30	<b>North East Florida Health Informatics Consortium and Public Health</b> <ul style="list-style-type: none"> <li>• Organization Overview</li> <li>• Overview of Public health efforts</li> </ul>	<b>Dr. Robert Harmon</b> Director, Duval County Health Department Chair, North East Florida Health Informatics Consortium (NEFHIC)
4:30 – 5:00	Audience Discussions and Wrap-Up	<b>All</b>
5:00	Adjourn	

# Agenda August 7, 2009

8:30 – 8:45	Welcome and Session Recap	<b>Walt Culbertson</b> Executive Director ePrescribe Florida
8:45 – 9:30	ARRA Provisions and ONC Guidance <ul style="list-style-type: none"> <li>• Level Set and Baseline</li> <li>• Regional Extension Centers Guidance</li> <li>• Currently proposed “Meaningful Use” Matrix</li> </ul> Focus Session Objectives <ul style="list-style-type: none"> <li>• Outline</li> </ul>	<b>Walt Culbertson</b> Executive Director ePrescribe Florida
9:30 – 11:30	<b>Focus Sessions:</b>	
<b>Session A</b> 9:30 – 10:00	<b>Meaningful Use</b> <ul style="list-style-type: none"> <li>• How do we best ensure community support for the 2011 care goals? (see hand-out)</li> <li>• How do we best work with Physicians and solution vendors to achieve the capture and reporting of the key 2011 metrics and objectives?</li> <li>• How do we set the stage for 2013 goals which include more advanced measurements and health information exchange?</li> <li>• Is it possible to start (or sequence) support with one or more measures relevant to Florida population health priorities? How do we engage patients in the discussion?</li> </ul>	<b>Moderators:</b> <b>Dr. David Willis, MD</b> Medical Director, Healthy Ocala RHIO <b>Dr. Tom Lampone, MD</b> Corporate Medical Director at Blue Cross and Blue Shield of Florida (BCBSF) Chair-Provider Outreach ePrescribe Florida
<b>Session B</b> 10:00 – 10:30	<b>Physician Education and Outreach</b> <ul style="list-style-type: none"> <li>• How can we get started today, while national educational programs are being developed?</li> <li>• What resources and physician educational programs already exist in the state that can be leveraged?</li> <li>• What are the best methods for reaching and supporting the physician community?</li> <li>• How do we help foster growth of a Florida healthcare technology workforce to help support our healthcare community?</li> </ul>	<b>Moderators:</b> <b>Jay Wolfson, DrPH, JD</b> Public Health and Medicine Associate Vice President Health Law, Policy and Safety - USF Health <b>Dr. Linda Delo, DO</b> Practicing Physician and President-elect - Florida Osteopathic Medical Association (FOMA)

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10:30 – 10:45	<b>Break</b>	
<b>Session C</b> 10:45 – 11:00	<b>Integration of Funding Streams</b> <ul style="list-style-type: none"> <li>• How do we make certain that we are aligning all forms of potential federal funding including Regional Extension Centers, Broadband and Health Information Exchanges?</li> <li>• How do we organize efforts to identify possible private funding and other sources for matching funds?</li> <li>• How do we manage the integration of these efforts and best position funding as it is established?</li> </ul>	<b>Moderator:</b> <b>Christopher B. Sullivan, Ph.D.</b> Administrator Office of Health Information Technology Florida Center for Health Information and Policy Analysis Agency for Health Care Administration
<b>Session D</b> 11:00 – 11:30	<b>Underserved and Rural Areas</b> <ul style="list-style-type: none"> <li>• What are the key challenges of rural and underserved providers with regards to HIT adoption?</li> <li>• How do we ensure that the rural communities are targeted and prioritized within an overall state plan?</li> <li>• How do we leverage state-wide resources to reach rural and underserved providers?</li> </ul>	<b>Moderators:</b> <b>Kendra I. Siler-Marsiglio, Ph.D.</b> Director, Rural Health Partnership <b>Jeff Feller, MS</b> COO, WellFlorida Council
<b>Session E</b> 11:30 – 12:00	<b>Broadband and State Health Information Exchange (HIE)</b> <ul style="list-style-type: none"> <li>• How do we coordinate state education and adoption efforts with emerging health information exchange activity to best prepare for the 2011-2015 meaningful use health information exchange and metrics reporting?</li> <li>• How do we best leverage existing regional health information organizations (RHIOs)?</li> <li>• How do we leverage an emerging state level HIE and how do we support the vendor solution community with the requirements and standards to connect within the Florida Community?</li> <li>• How can the rural and underserved areas of Florida that are not supported by RHIO's or other exchanges be connected to comply with meaningful use?</li> </ul>	<b>Zach Finn</b> Vice President, Avocare Project Director Big Bend RHIO <b>Dr. Robert Harmon</b> Director, Duval County Health Department Chair, North East Florida Health Informatics Consortium (NEFHIC)

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<p><b>12:00 – 1:00</b></p>	<p><b>Lunch and Networking</b> Lunch Presentation:</p> <ul style="list-style-type: none"> <li>• Efforts of Marsh Global Consumer to bring Medical Malpractice Relief to HIT Adopting Physicians</li> <li>• Overview of Medical Liability Program for Physicians who Adopt Electronic Health Records</li> </ul>	<p><b>Lunch provided by USF and Rural Health Partnership</b></p> <p><b>Michael G. Roque</b> Assistant Vice President Marsh Global Consumer Healthcare Division</p>
<p><b>1:00 – 1:30</b></p>	<p>How do we best work together going forward?</p> <ul style="list-style-type: none"> <li>• Explore proposed public/private collaborative frameworks for ensuring that organizations are working together.</li> <li>• Develop possible approaches for orchestrating individual efforts and limiting potential negative impacts of silos going forward.</li> </ul>	<p><b>Moderator:</b> <b>Walt Culbertson</b> Executive Director ePrescribe Florida</p>
<p><b>1:30 – 3:30</b></p>	<p>Develop decisions and determinations</p> <ul style="list-style-type: none"> <li>• Idea Integration</li> </ul> <p>Goals:</p> <ul style="list-style-type: none"> <li>• Establish a clear picture of who is doing what and with what resources</li> <li>• Create a timeline and specific actionable items that must be addressed and by whom</li> <li>• Determine Next Steps</li> </ul>	<p><b>Moderators:</b> <b>Catherine Peper, CISSP, CISM</b> VP, Provider Technology Solutions, BCBSF Chair, ePrescribe Florida <b>Ashley Allen, MBA, MHS, CPHIT</b> Director, Provider Technology Solutions, BCBSF Treasurer, ePrescribe Florida</p>
<p><b>3:30</b></p>	<p>Adjourn</p>	

# Questions?

Walt Culbertson  
President, ePrescribe America  
Executive Director, ePrescribe Florida  
(904) 230-1336  
WaltCulbertson@ePrescribeFlorida.com

“Save Time.. Save Money.. Save Lives..”  
“ ePrescribe America!”

**THANKS FOR ATTENDING!!**