



The Office of the National Coordinator for  
Health Information Technology

# Getting to the “True Cost” of Interoperability: The Marketplace Transparency Project

Stephen Konya, Senior Innovation Strategist, HHS/ONC  
ONC Annual Meeting  
Washington, D.C.  
November 30<sup>th</sup>, 2018



# Breakout Session Agenda

- **10:45am** - Overview of Project
- **11:00am** - **Interactive:** Complete and provide feedback on review form (Qualtrics)
- **11:25am** - Walkthrough website prototype: homepage, view/compare reviews
- **11:35am** - **Interactive:** Provide feedback on prototype

# HITECH Act (3001(b)(10))

Among many duties, the National Coordinator is tasked with promoting:

- *“...a more effective marketplace*
- *greater competition*
- *greater systems analysis*
- *increased consumer choice, and*
- *improved outcomes in health care services”*

# 21st Century Cures Act

**Interoperability**

**Information Blocking**

**Open APIs**

# Overview of The Marketplace Transparency Project

## Goal:

*“To create a website that increases transparency to support interoperability service purchases, by collecting crowdsourced reviews of price and performance”*

**Support:** Cooperative agreement between ONC and UCSF

**Timeline:** 2-year project period (2017-2019); ongoing sustainability partner





# Getting to the True Cost and Performance of Interoperability: The Marketplace Transparency Project

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**Julia Adler-Milstein, PhD**

Center for Clinical Informatics and Improvement Research | UCSF



# Approach: The Marketplace Transparency Project

## Key Deliverables;

- Two rounds of market research (*complete*)
- Crowdsourcing methodology / strategy (*complete*)
- Site prototype & user design sessions (*complete*)
- Beta Launch (*2018: Q4*)
- Post Beta Release Analysis (*2019: Q1, Q2*)
- Sustainability Plan (*2019: Q3*)

## Deliverable #2: Market Research

### Key Considerations:

- Informed site design
- Focused reviews on mature interoperability services
- Must provide value to both customers and vendors

### Four Design Pillars:

1. Balancing ease-of-use and need for detailed review context
2. Approach to user authentication
3. Safeguards against misuse or abuse
4. User engagement model that accommodates the infrequent nature of interoperability purchases



# Leveraging Crowdsourcing

## Deliverable #2: Crowdsourcing Methodology / Strategy

Provided recommendations for how to operationalize each of the design pillars for each of the three main functions of the website:

1. Customer enters a review
2. Customer views review(s); Vendor views review(s)
3. Customer connects with a peer

# Interactive: Complete the Review Form

<http://bit.ly/InteropSelectReview>

What interface service did you purchase? \*

If you purchased more than one, please complete one review per service.

Admit Discharge Transfer (ADT HL7v2)

Continuity of Care Document (CDA HL7)

Lab Results (ORU HL7v2)

Notes or Documents (MDM HL7v2)

Scheduling (SIU HL7v2)

# Interactive: Provide Feedback on the Review Form

<http://bit.ly/InteropSelectFeedback>

What interface service did you purchase? \*

If you purchased more than one, please complete one review per service.

Admit Discharge Transfer (ADT HL7v2)

Continuity of Care Document (CDA HL7)

Lab Results (ORU HL7v2)

Notes or Documents (MDM HL7v2)

Scheduling (SIU HL7v2)

# Homepage


InteropSelect

Reviews

About

Login

Join for Free



A community driven site to bring transparency to purchasing healthcare connectivity solutions.

## Customers

View reviews of purchases from similar organizations, connect with peers, and access resources to support your purchase.

Learn more

## Vendors

View reviews to better understand customer experiences and contribute resources about your products to help inform buyers.

Learn more



## Contribute

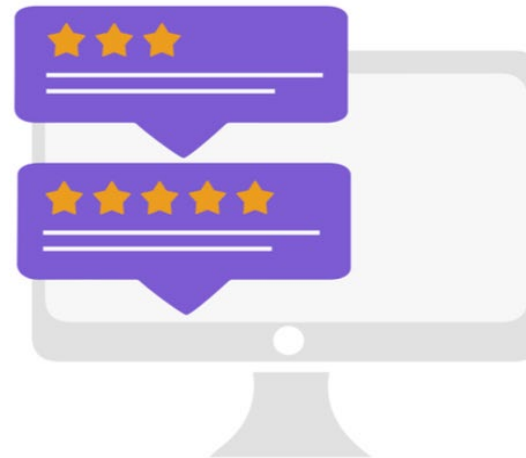
InteropSelect is people-powered.  
Help the community by sharing  
your purchasing experience.

[Join to write a review](#)

## Compare

[Read purchasing reviews](#) based  
on satisfaction, usability, support  
and price.

See how vendors stack up.

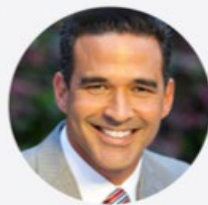


## Success Stories



Marilyn, Office Manager  
for a small clinic

"InteropSelect helped me find the best solution to receive lab results from our local lab and integrate them into our clinics EHR."



Xavier, CIO of an Independent  
Practice Association

"We spent a lot of time researching options to receive care summaries from our local hospital. I am happy to have a place where I can share my purchasing experience."



Lane, Sales Representative  
for EHR Vendor

"It's important to us that our customers are well informed about their purchases. This site offers many useful resources."

JOIN, it's free. >

# Customers' Page

InteropSelect [Reviews](#) [About](#) [Login](#) [Join for Free](#)

## Customers

We have the information to help you find the best solutions.

### Connect

Connect anonymously to peers that have had similar purchasing experiences and faced challenges just like yours. [Join to connect](#)



### Contribute

InteropSelect is people-powered. Help the community by sharing your purchasing experience. [Join to write a review](#)



### Compare


[Read purchasing reviews](#) based on satisfaction, usability, support and price.

See how vendors stack up.




## Access Resources

Learn the lingo and get tips to prepare for your purchase.



[Tech Glossary](#)



[5 Tips on how to approach a sales meeting](#)

[5 Things to look for when signing a vendor contract](#)

[Example Contracting Language](#)

## Common Questions

- How does my vendor's solution for lab result connectivity compare to other vendors?
- Which are the most highly rated vendors for customer satisfaction?
- How can I connect to someone who faced a similar purchasing decision?
- Is there a resource that explains different pricing models for connectivity solutions?

[JOIN, it's free. >](#)

# Vendors Page

InteropSelect    Reviews    About    Login    [Join for Free](#)

## Vendors

We enable you to better understand customer experiences and contribute resources to help inform buyers.

**Contribute**  
Share information about your products and services.  
[Join to contribute](#)

**Compare**  
Read purchasing reviews based on satisfaction, usability, support and price.

**JOIN, it's free.** >



# Individual Customer Reviews Page



InteropSelect [Reviews](#) [Connect](#) [Resources](#) [About](#) [Logout](#)

## Customer Reviews

[See aggregate view >](#)

Filter: [Clear all](#) Sort: **Overall Satisfaction** [Implementation](#) [Post Implementation](#) [Usability](#) [Purchase Cost](#)

**Interface Type**

- All
- Admit Discharge Transfer (ADT HL7v2)
- Continuity of Care Document (CDA HL7)
- Lab Results (ORU HL7v2)
- Notes or Documents (MDM HL7v2)
- Scheduling (SIU HL7v2)

**Vendors**

- Allscripts
- athenaHealth
- Cerner
- eClinicalWorks
- Epic
- Greenway
- McKesson
- Meditech
- NextGen
- NuMD

**Organization Types**

- Ambulatory Practice
- Outpatient Surgery Center
- Health System
- Imaging Center
- Independent Hospital
- Laboratory
- Long-term Care
- Pharmacy

**Regions**

- Northwest
- Southwest
- Northeast
- Southeast
- Midwest

**Customizations**

- None
- Some
- Substantial
- I don't know

### Admit Discharge Transfer (ADT HL7v2)

**Greenway**

**Reviewer Demographics**

Org Type: Long-Term Care  
Org Size: 100 - 399  
Region: Southwest  
Reviewer Title: Non-IT Admin

[View Reviewer Comments](#)

**Specifications**

Data Connection: Bi-directional  
Year Purchased: 2018  
Implementation Support: Yes  
Post Implementation Support: Yes  
Customization: Substantial  
Completed on Time: No  
Final Cost vs. Estimate: More

**Review**

Overall Satisfaction ★★★★★  
Implementation ★★★★★  
Post Implementation ★★★★★  
Usability ★★★★★  
Purchase Cost \$\$\$\$\$\$  
Maintenance Cost \$\$\$\$\$\$

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**eClinicalWorks**

**Reviewer Demographics**

Org Type: Long-Term Care  
Org Size: 100 - 399  
Region: Southwest  
Reviewer Title: Non-IT Admin

[Contact this reviewer to ask more questions!](#)

[View Reviewer Comments](#)

**Specifications**

Data Connection: Bi-directional  
Year Purchased: 2018  
Implementation Support: Yes  
Post Implementation Support: Yes  
Customization: Substantial  
Completed on Time: No  
Final Cost vs. Estimate: More

**Review**

Overall Satisfaction ★★★★★  
Implementation ★★★★★  
Post Implementation ★★★★★  
Usability ★★★★★  
Purchase Cost \$\$\$\$\$\$  
Maintenance Cost \$\$\$\$\$\$

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**eClinicalWorks**

**Reviewer Demographics**

Org Type: Long-Term Care  
Org Size: 100 - 399  
Region: Southwest  
Reviewer Title: Non-IT Admin

[Contact this reviewer to ask more questions!](#)

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**Specifications**

Data Connection: Bi-directional  
Year Purchased: 2018  
Implementation Support: Yes  
Post Implementation Support: Yes  
Customization: Substantial  
Completed on Time: No  
Final Cost vs. Estimate: More

**Review**

Overall Satisfaction ★★★★★  
Implementation ★★★★★  
Post Implementation ★★★★★  
Usability ★★★★★  
Purchase Cost \$\$\$\$\$\$  
Maintenance Cost \$\$\$\$\$\$

# Aggregate Customer Reviews Page

## Average Customer Reviews

[See individual reviews >](#)

Filter by [Clear all](#)

### Interface Type

- All
- Admit Discharge Transfer (ADT HL7v2) ?
- Continuity of Care Document (CDA HL7) ?
- Lab Results (ORU HL7v2) ?
- Notes or Documents (MDM HL7v2) ?
- Scheduling (SIU HL7v2) ?

### Vendors

- Allscripts
- athenaHealth
- Cerner
- eClinicalWorks
- Epic
- Greenway
- McKesson
- Meditech
- NextGen
- NueMD

Sort: **Overall Satisfaction** ↑ high [Implementation](#) [Post Implementation](#) [Usability](#) [Purchase Cost](#) [Maintenance Cost](#) ?

### Admit Discharge Transfer (ADT HL7v2)

Reviews	Avg. Overall Satisfaction	Avg. Implementation	Avg. Post Implementation	Avg. Overall Usability	Avg. Purchase Cost	Avg. Maintenance Cost
Allscripts (5)	★★★★★	★★★★★	★★★★★	★★★★★	\$\$\$\$\$	\$\$\$\$\$
Greenway (7)	★★★★★	★★★★☆	★★★★★	★★★★★	\$\$\$\$\$	\$\$\$\$\$
Cerner (3)	★★★★☆	★★★★☆	★★★★☆	★★★★☆	\$\$\$\$\$	\$\$\$\$\$
Meditech (1)	★★★★☆	★★★★☆	★★★★☆	★★★★☆	\$\$\$\$\$	\$\$\$\$\$
eClinicalWorks (11)	★★★★☆	★★★★☆	★★★★☆	★★★★☆	\$\$\$\$\$	\$\$\$\$\$

# Mouseover Pop-Up for Definitions

Filter: Clear all Sort: **Overall Satisfaction** ↑ Implementation Post Implementation Usability Purchase

**Interface Type**

- All
- Admit Discharge Transfer (ADT HL7v2) ?
- Continuity of Care Document (CDA HL7) ?
- Lab Results (ORU HL7v2) ?
- Notes or Documents (MDM HL7v2) ?
- Scheduling (SIU HL7v2) ?

**Vendors**

- Allscripts

## Admit Discharge Transfer (ADT HL7v2)

CDA uses XML for encoding of the documents and breaks down the document in generic, unnamed, and non-templated sections. Documents can include discharge summaries, progress notes, history and physical reports, prior lab results, etc.

Region: Southwest Implementation Support: Yes

**Review**

Overall Satisfaction ★★★★★

Implementation ★★★☆☆

Post Implementation ★★★★★

Sort: **Overall Satisfaction** ↑ Implementation Post Implementation Usability Purchase Cost ?

<b>Overall Satisfaction</b>	<b>Implementation, Post Implementation and Usability</b>
★★★★★ Excellent	★★★★★ Excellent
★★★★☆ Above Average	★★★★☆ Above Average
★★★☆☆ Average	★★★☆☆ Average
★★★☆☆ Below Average	★★★☆☆ Below Average
★☆☆☆☆ Poor	★☆☆☆☆ Poor
<b>Purchase Cost</b>	<b>Maintenance Cost</b>
\$\$\$\$\$ \$0 - \$9,999	\$\$\$\$\$ \$0 - \$99
\$\$\$\$\$ \$10,000 - \$19,999	\$\$\$\$\$ \$100 - \$199
\$\$\$\$\$ \$20,000 - \$29,999	\$\$\$\$\$ \$200 - \$499
\$\$\$\$\$ \$30,000 - \$39,999	\$\$\$\$\$ \$500 - \$999
\$\$\$\$\$ \$40,000+	\$\$\$\$\$ \$1000+

# Interactive: Provide Feedback on Prototype

<http://bit.ly/InteropSelectFeedback>

As part of today's breakout session, we are asking for your feedback on the review form and website prototype. Please comment below with any feedback you may have.

*Clicking on the Table of Contents will take you to the particular section to provide feedback.*

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# Thank you!

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Email: [Julia.Adler-Milstein@ucsf.edu](mailto:Julia.Adler-Milstein@ucsf.edu)

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