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 30th, 2018

# Breakout Session Agenda

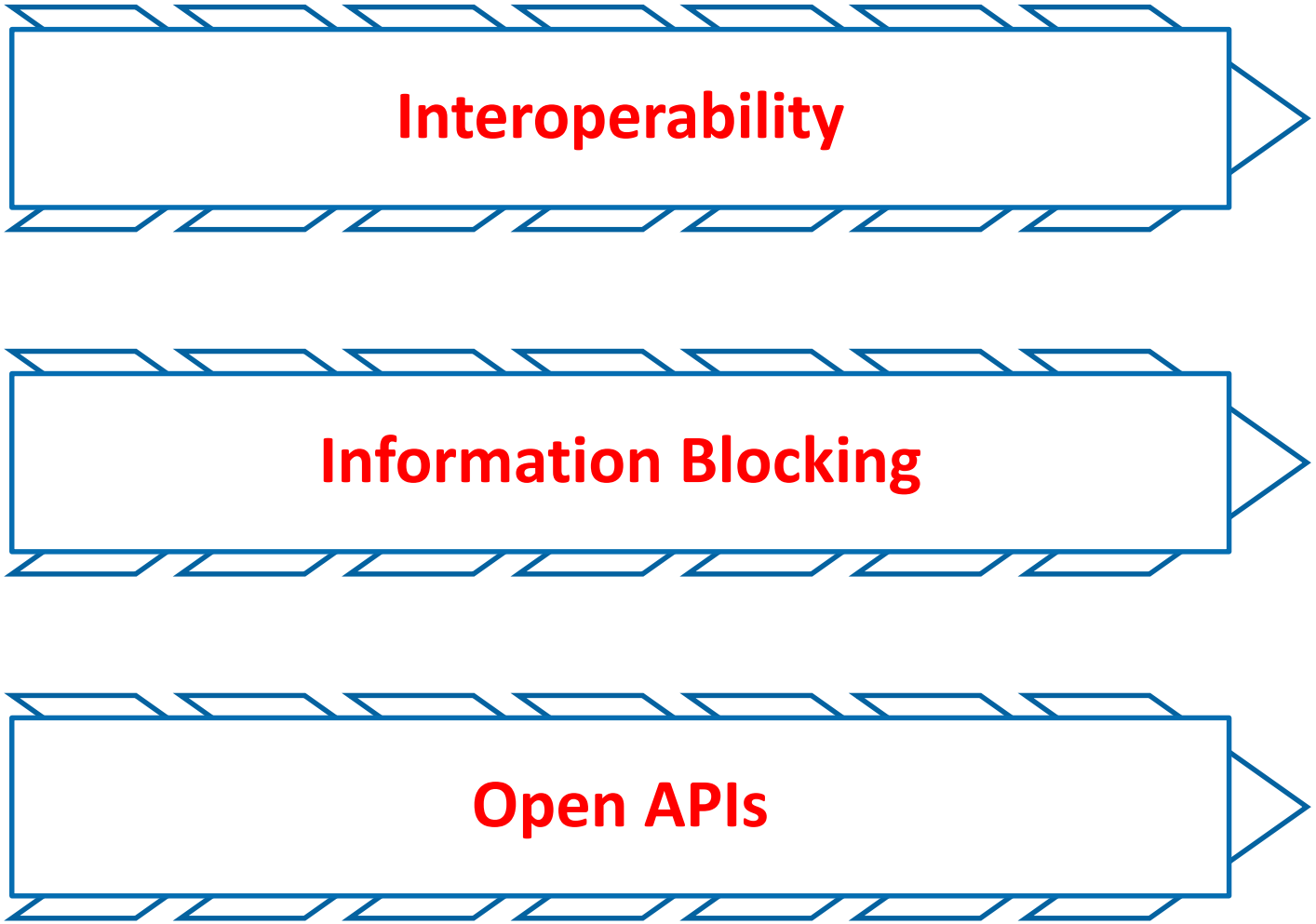
- **10:45am -** Overview of Project
- **11:00am - Interactive:** Complete and provide feedback on review form (Qualtrics)
- **11:25am -** Walkthrough website prototype: homepage, view/compare reviews
- **11:35am - Interactive:** Provide feedback on prototype

# 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



# 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

The Office of the National Coordinator for Health Information Technology

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

**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)*

# Built on Research

## **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

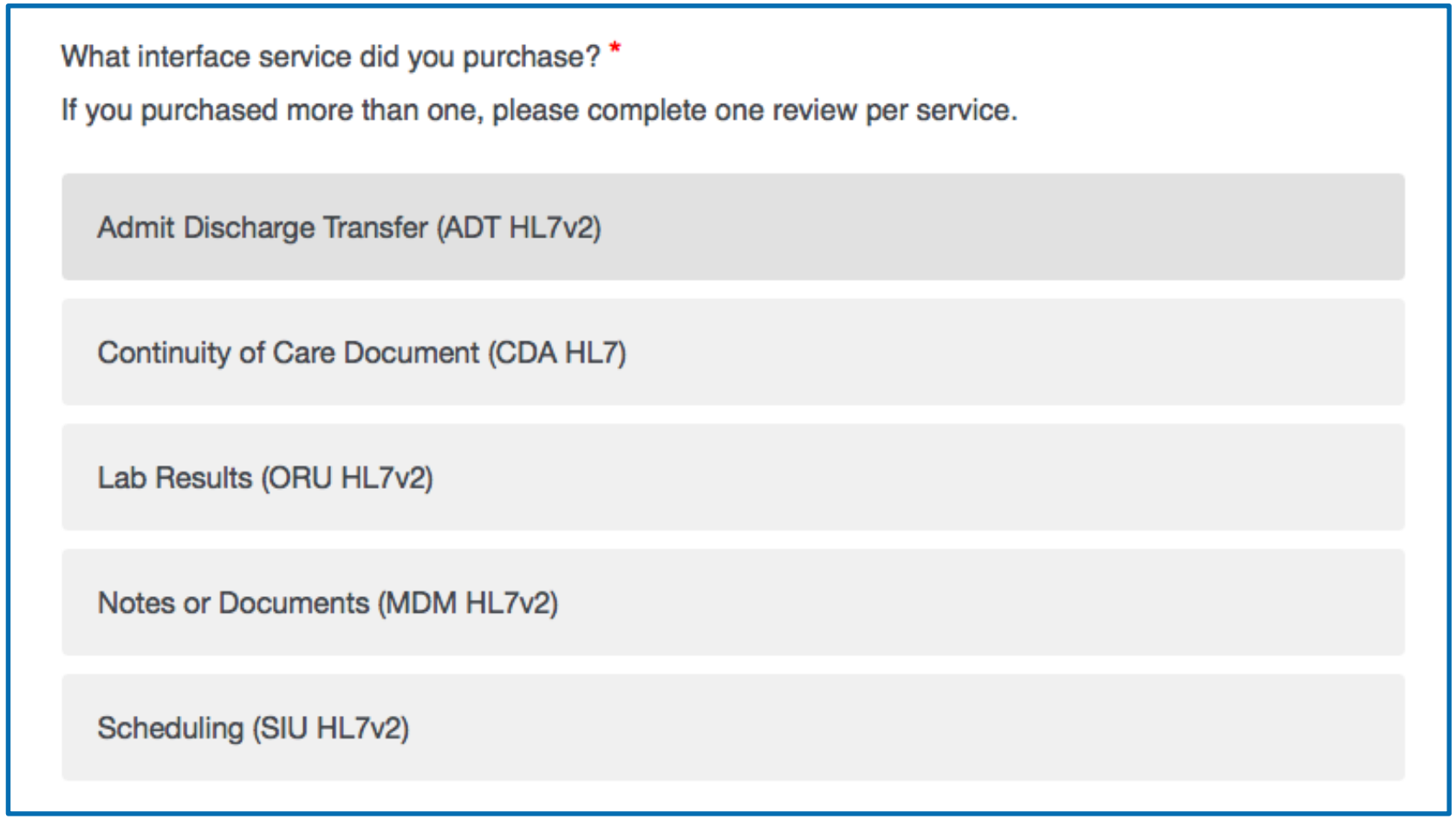
What interface service did you purchase? *

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

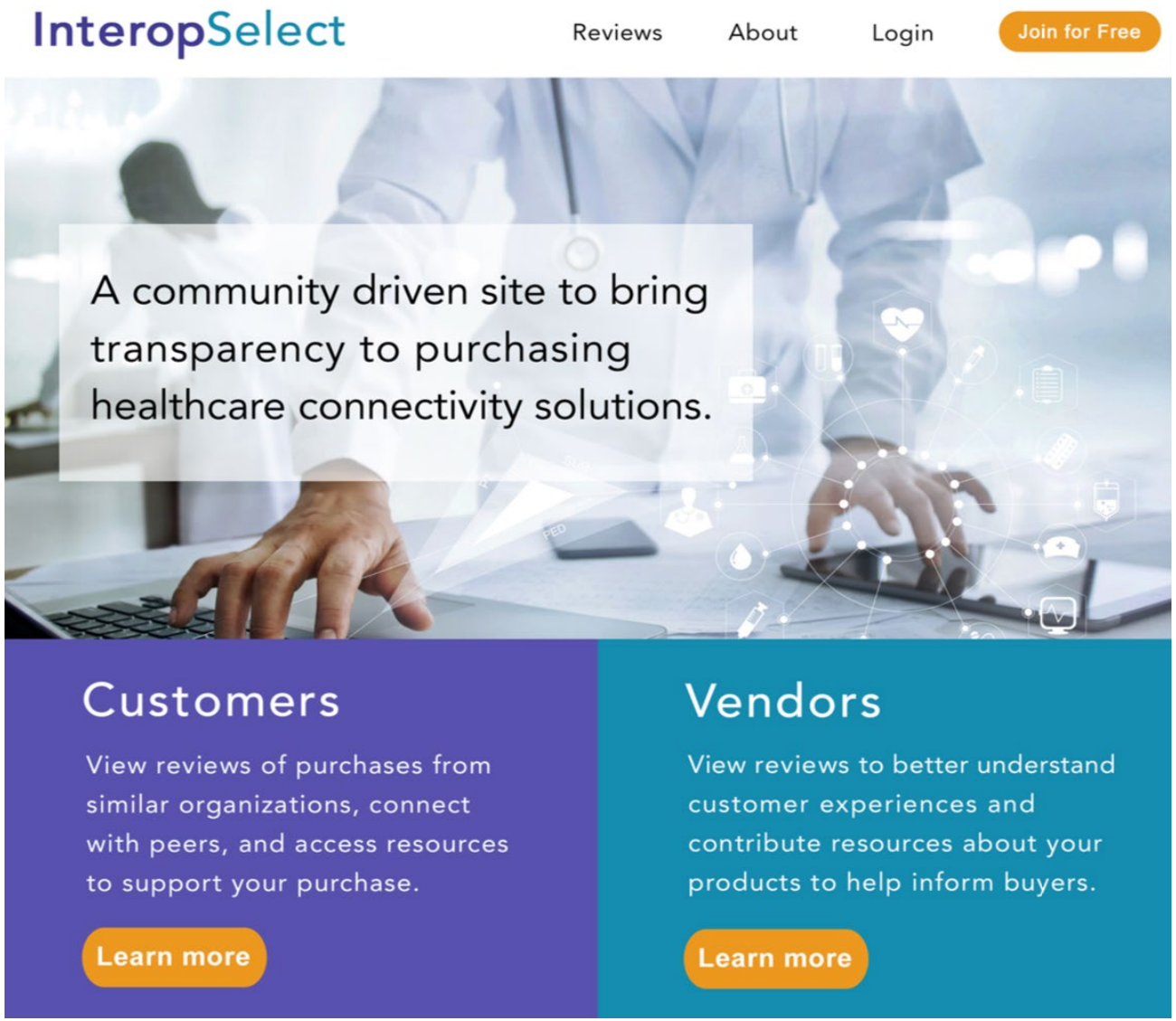
- Admit Discharge Transfer (ADT HL7v2)
- Continuity of Care Document (CDA HL7)
- Lab Results (ORU HL7v2)
- Notes or Documents (MDM HL7v2)
- Scheduling (SIU HL7v2)

# Interactive: Provide Feedback on the Review Form

## http://bit.ly/InteropSelectFeedback



# 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

# Homepage

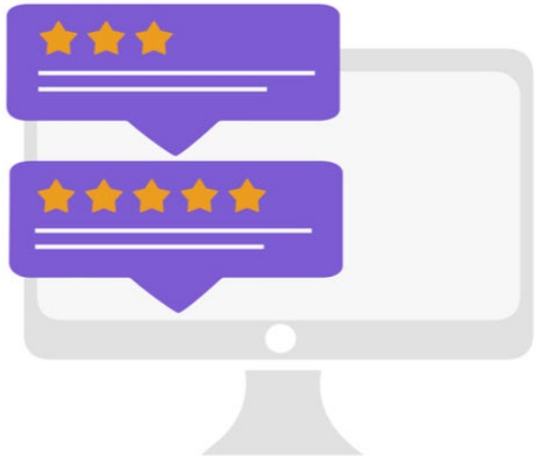
## Contribute

InteropSelect is people-powered.
Help the community by sharing
your purchasing experience.
Join to write a review

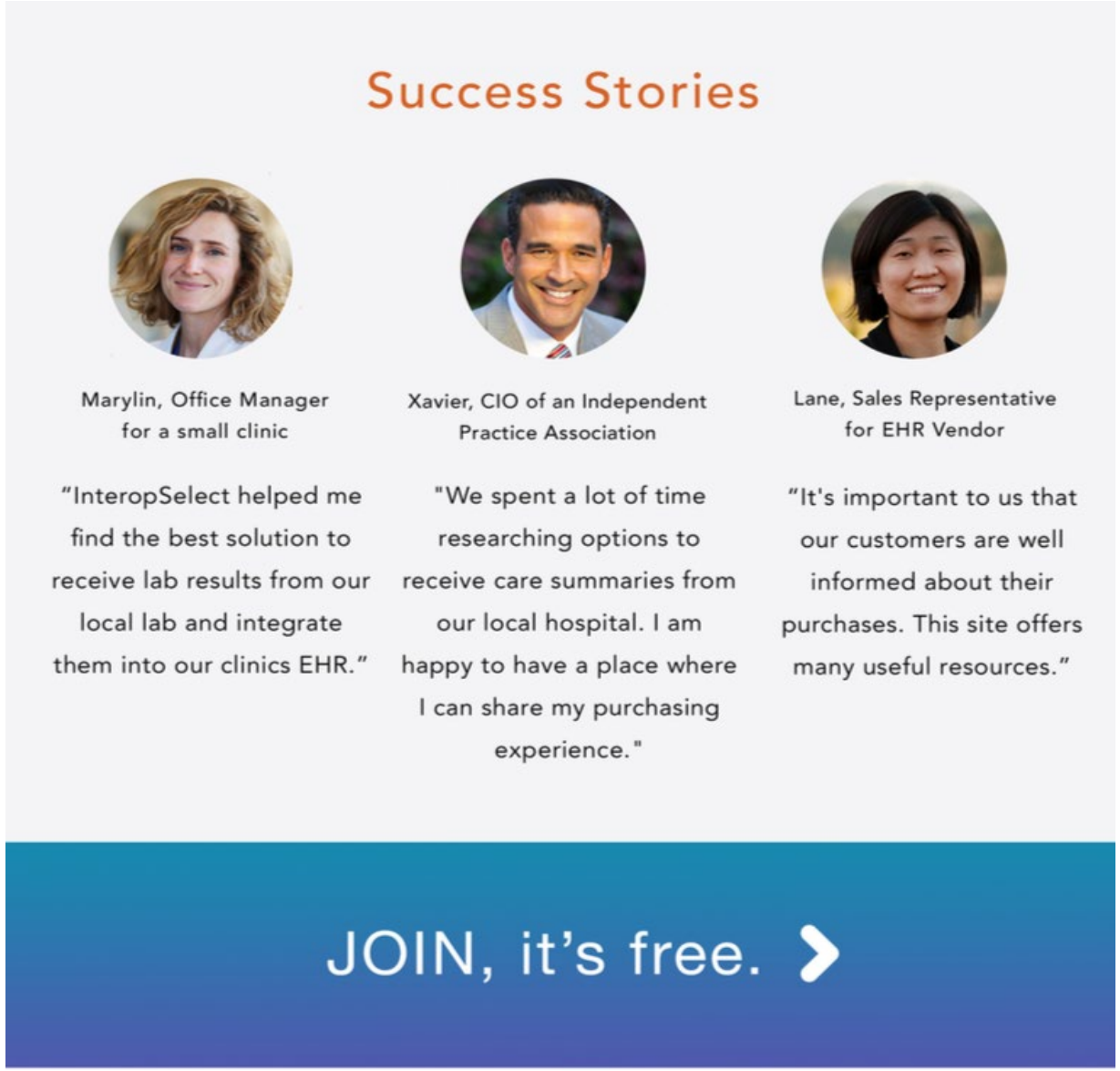
## Compare

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

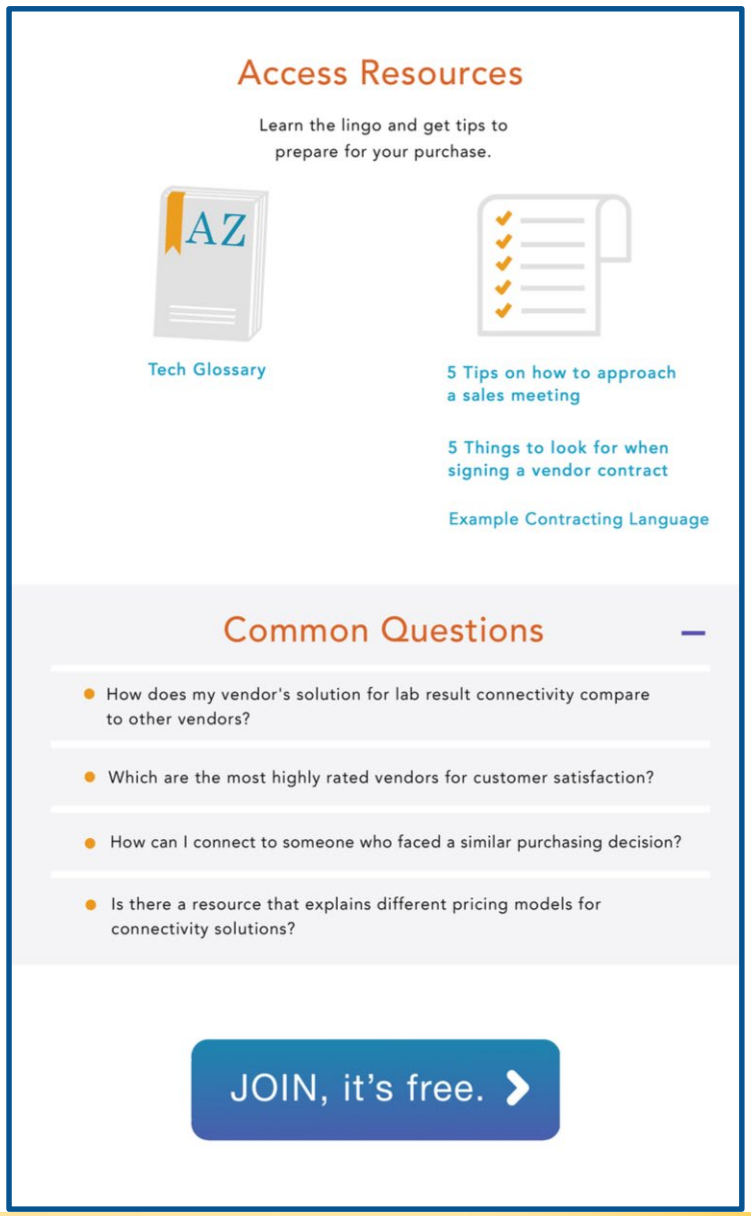
See how vendors stack up.



# Homepage


Success Stories
Marylin, 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. ›

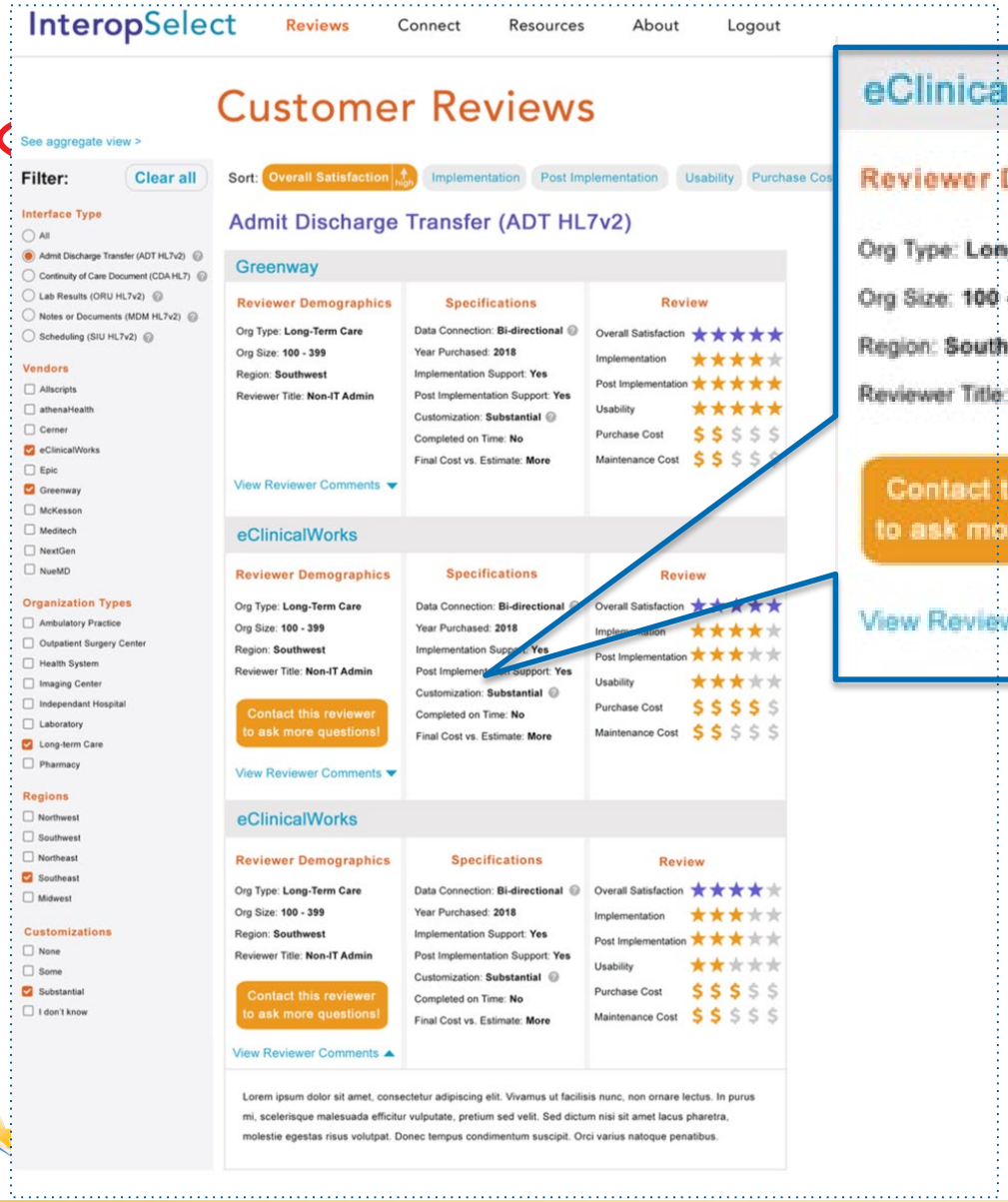
# Customers' Page

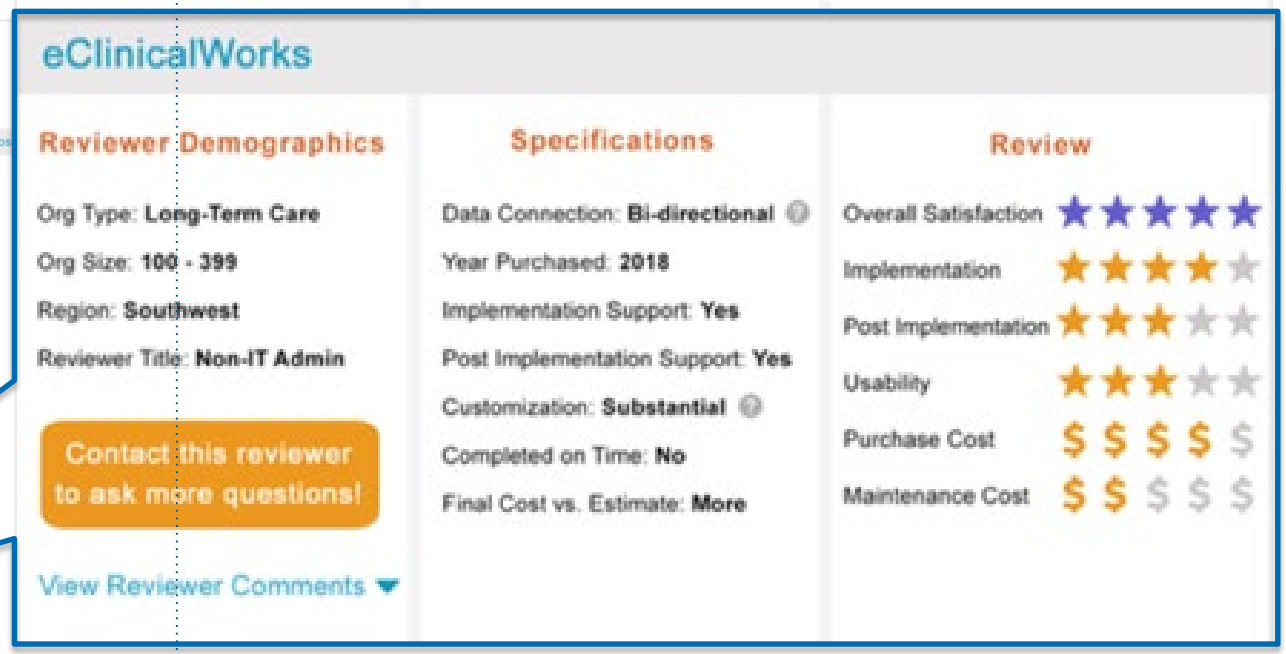


# Vendors Page

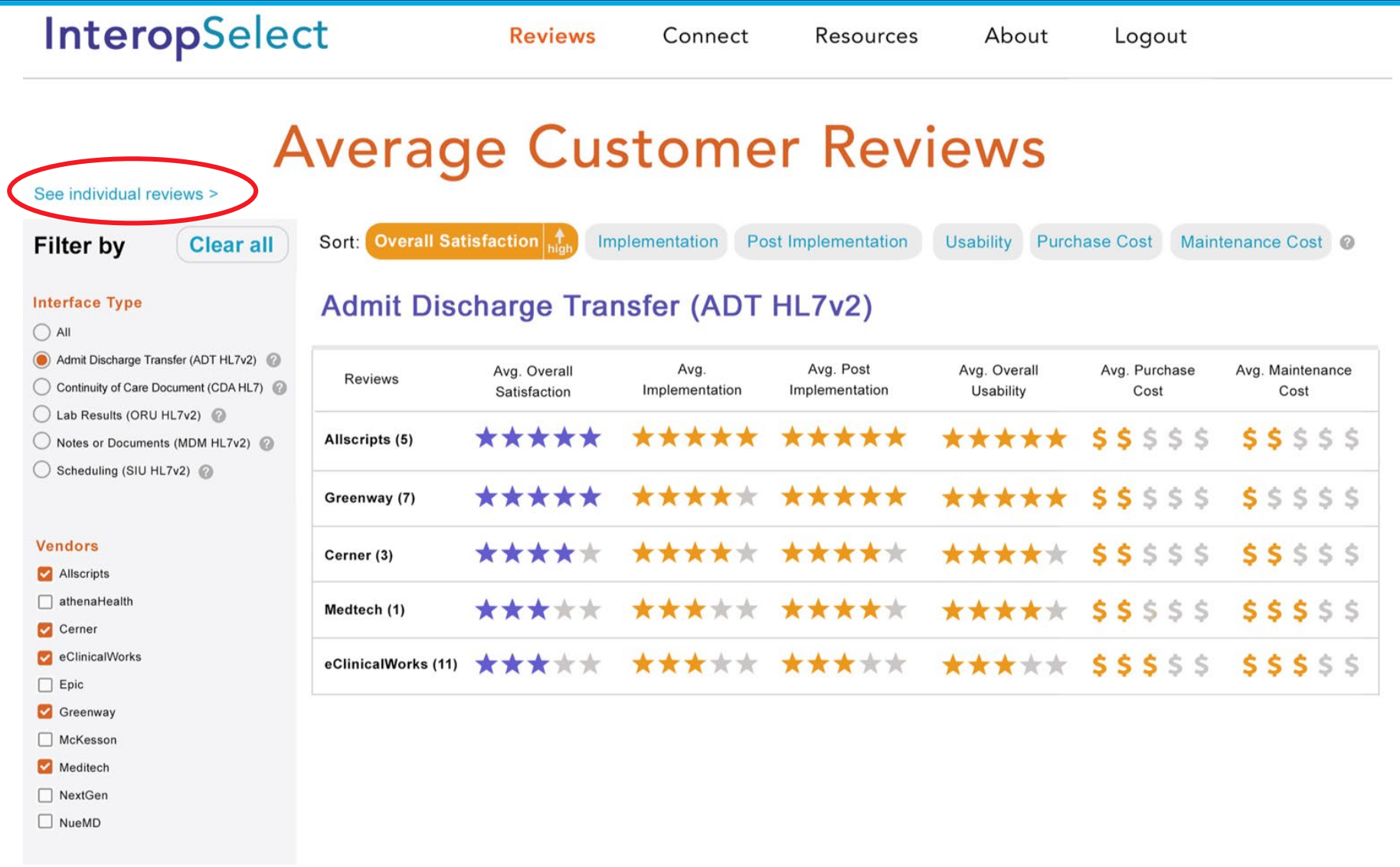
# Individual Customer Reviews Page

Click to see Aggregate Reviews

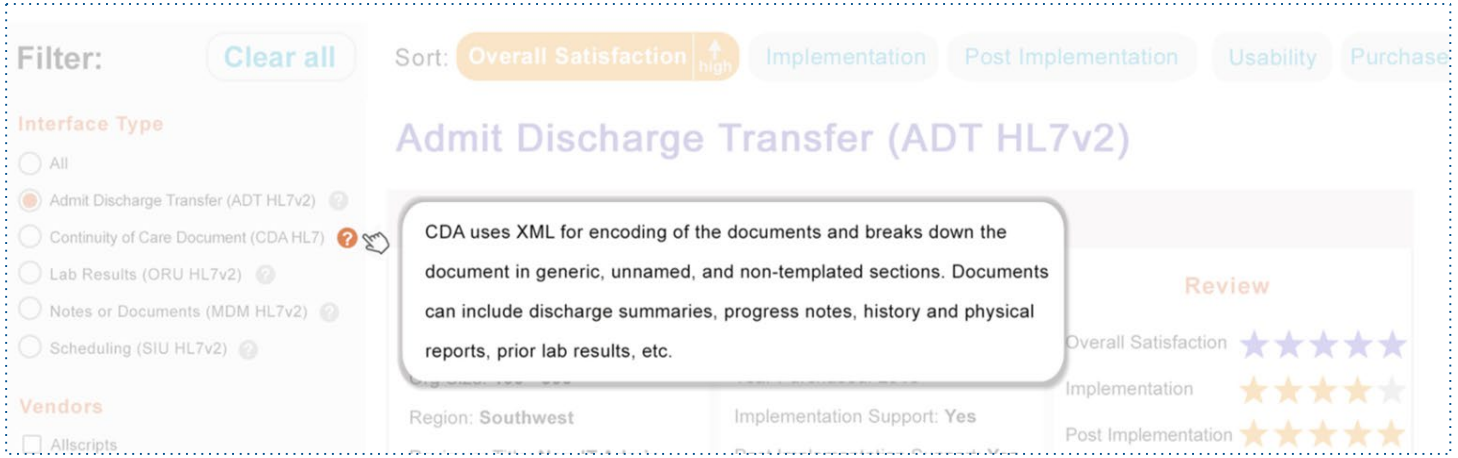


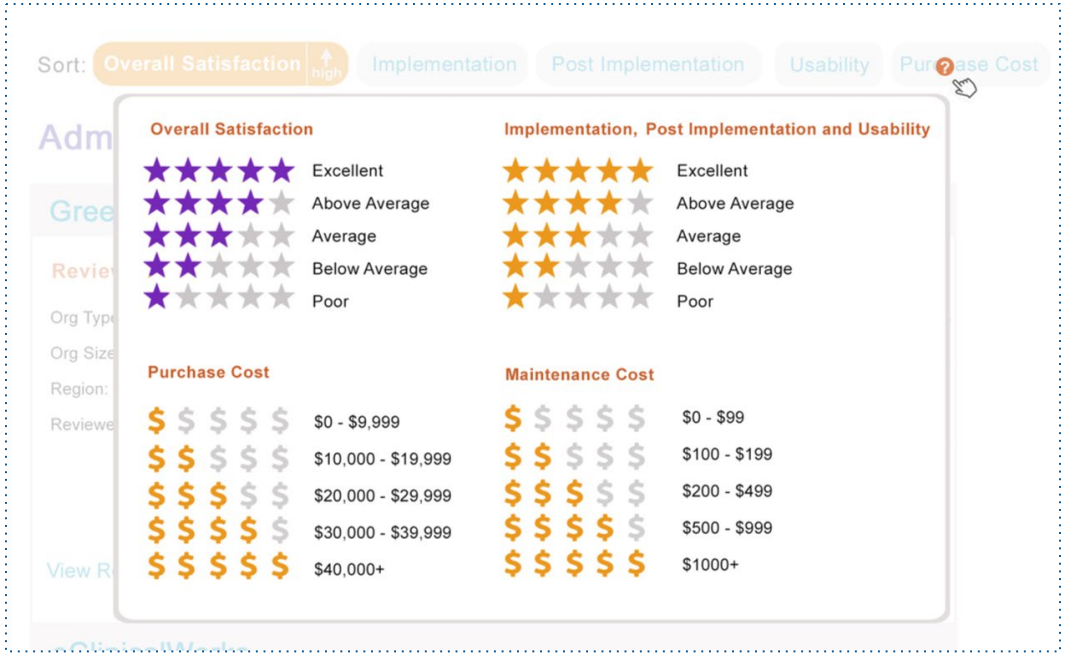



# Aggregate Customer Reviews Page



# Mouseover Pop-Up for Definitions



# 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.***

### Table of Contents


| | |
|---|---|
| Part 1: Feedback on Review Form | 2 |
| Part 2: Feedback on Website Prototype | 15 |
| Part 3: Ideas for Resources | 24 |
| Part 4: Interest in Future Project Engagement (e.g. beta testing) | 25 |
| Part 5: General Comments | 26 |

The Office of the National Coordinator for Health Information Technology

# Thank you!

**Email: Julia.Adler-Milstein@ucsf.edu**

@ONC_HealthIT

@HHSONC

HealthIT.gov