



Population-based Health: Rural Health Communities & Health Information Exchange

Jim Aspevig - Informatics Section Supervisor
Public Health & Safety Division
Montana State Department of Public Health &
Human Services

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jaspevig@mt.gov

Public Health Informatics

- Public Efforts in Montana:
 - *1998: Public Health System begins developing a unified client management/reporting tool for Statewide use in all Health Departments*
 - *Ongoing, Consensus-based effort*
 - *Requires processes/structures for project governance and management*

Informatics & the EHR - I

- Similar goals for public & private efforts:
 - *“Master Patient Index” with data available across the public health enterprise.*
 - *Emphasis on promoting quality of care.*
 - *Improved capacity for reporting, analysis and measurement of outcomes.*
 - *Increased capacity to align funding incentives with performance.*

Informatics & the EHR - II

- Challenges for public & private efforts:
 - *Developing & Maintaining a technology infrastructure*
 - *Connectivity & Technology Staffing*
 - *Implementing organizational change*
 - *Concerns include:*
 - *Organizational Autonomy*
 - *Confidentiality/Data Exchange*
 - *Quality of information in a electronic system*
 - *Adapting practices to the system*
 - *Determining the aspects of operational support to share/develop*

Current Opportunities

- New technology environment supports Internet-based applications
 - *Web-based, Cross-platform solutions possible*
 - *Shared apps reduce the need for “in-house” tech support*
 - *Local public health agencies have access to an enterprise-wide set of apps*
 - *Adopting the same platforms creates an instant “Health Information Exchange”*

Systems Planning

- Organization-wide Activity
 - Define your Business, Customers, & Market
 - What do we do? Where do we focus?
 - Maintains Long-Term Focus
 - Collaborative Effort
 - Changing “The Plan” becomes a formal process

Benefits of Planning

- Delivers a Decision-Making Framework
- Sets Direction for Managing Critical and Expensive Assets
- Establishes Priorities & Ensures Focus
- Improves Communication & Collaboration
- Enables Shared Solutions/technology

Key Concept

- **Put the Logical before the Physical!**
 - Aligns with your work flow
 - Aligns with your major partners
 - Prioritized Appropriately
 - Actionable Plan
 - Difficult to Develop
 - Necessary for Success

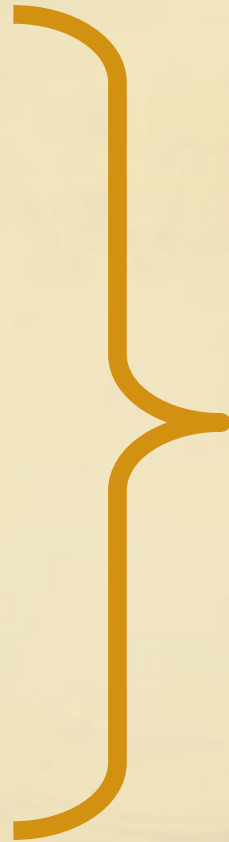
Planning Activities

A.
Refresh and/or
Identify
Business
Drivers and
Plans

B.
Refresh
and/or Identify
IT Drivers and
Plans

C.
Establish
Business / IT
Linkages &
Impacts

D.
Build
Cohesive
Plan



Systems Planning Process

- Understand the Organization before the Technology
- Ask the Hard Questions
 - Sustainability
 - Reliable partners = Commitment
 - Who will “anchor” the project
- Set the Priorities for the Consortia
 - What Needs Will Be Met First?
 - Who Will Wait?

Systems Planning Process

- Choices and Areas to Emphasize
 - Promote the Organization and the Planning Process Throughout the Project Cycle
 - Emerging vs. Mature technologies
 - Plan Through Initial Implementation and into Maintenance & Support
 - Staff Training and Education

Success Factors I

- Planning Process
 - *Governance Structure*
 - Identify efficiencies to be gained with a common master patient index
 - Technology can facilitate cooperation
 - Use of technology should follow the structure and purpose of the organization
 - Expectations must be realistic, and carefully managed
 - Don't over-promise and under-deliver

Success Factors II

- Identify & Mitigate Risks
 - *Expect some Internal Challenges*
 - Technology will not fix dysfunctional systems
 - Using an information system to drive organizational change is risky
 - Plan for vendor issues
 - Review system's export capabilities & data migration capacities
 - Code escrow

Public-Private Partnerships

- State/County & Tribal Govt's with community health interest
 - Specialty areas with a community component & high patient mobility
 - GO's as "brokers" or sources of data useful for coordinating patient care
 - Montana State Immunization Registry



Future of Public-Private Partnerships

- Efficient, electronic communicable disease reporting
 - Provides redundancy to current manual reporting processes
 - Web-based interfaces provide feedback to clinicians
 - “Syndromic Surveillance”
- EMR/EHR will improve monitoring of community health

Questions & Discussion

- Jim Aspevig
 - jaspevig@mt.gov
 - 406.459.9467
 - Public Health Informatics Section Supervisor
 - Public Health & Safety Division
 - Montana State Department of Public Health & Human Services
- Put the Logical before the Physical