Interoperability:
Going Beyond Compliance; A Consumer Centric Approach
Interoperability: Will you embrace the opportunity?

“2020 breaks record in digital health investment”

“Apple has the potential to make big waves in health care”

“Amazon cloud partnership is driving Cerner’s shift to become digital platform company”

“Microsoft makes big play for healthcare cloud business in competition with Google, Amazon”

“EMR and retail tech to create a seamless customer experience”

“Arizona and Colorado HIEs to partner, form new regional exchange”
Understand the customer journey

2020
Final Rule Released

2021
Patient Access API
Provider Network API
Information Blocking
Digital Contact Information
ADT Notification
QHIN Selection

2022
Payer to Payer Data Exchange

2023+
Commercial Adoption?
Understand the customer journey

Build trust
Create an authentic emotional connection with a human-centered brand strategy that acknowledges who owns the data and demonstrates value.

Capture consent
Build a strong and seamless member engagement and consent platform.

Customers are in control of their health care data

The customer experience is secure, seamless and effortless
Support the right level of transparency for data exchange
Adopt TEFCA-compliant standards for architecture, process and training.

Nurture and support members
Build long-lasting relationships through engagement incentives by enabling members to access their data when and how they want it.

Help customers fully engage
Help customers break through common barriers with a proactive approach to member outreach, coordination, and care management.

Customers are empowered to navigate and advocate

Develop digital tools
Simplify utilization and price transparency by offering a best-in-class user experience.

The customer experience is secure, seamless and effortless

Support the right level of transparency for data exchange
Adopt TEFCA-compliant standards for architecture, process and training.

Today

2023

Massachusetts Health Data Consortium
Engaging the consumer

20% Useable data

TODAY: a small fraction of available data supports all functions

2023 AND BEYOND: demand and regulation obligates organizations to use much more of the available data, some of which will be controlled by patients.

80% Useable data

HEALTH INFORMATION EXCHANGE
Operational
Financial
Clinical (EMR)
Social Determinants
Patient Reported Outcomes

Is this procedure right for me?
Who should I select as my PCP?
Should I book an office visit?

What health plan is best for me?

Data usability is crucial to enabling patient decision making

“Disruptors sell what customers want and let competitors sell what they don’t.”

Unlocking the Customer Value Chain: How Decoupling Drives Consumer Disruption
Thales Teixeira
Consent is grounded in trust

Trust enables and facilitates transactions that create economic value for businesses and customers

Willingness to trust is influenced by three factors

- **Competence** – belief that you are competent to deliver what you’ve promised
- **Honesty** – belief that you will tell the truth
- **Benevolence** – belief that you will consider customers needs and wants when you don’t have to

Roles and expectations are increasingly dynamic

- **PAtient**
  - Is comfortable with **physician control** over personal medical records
- **ConsuMER**
  - Will have **increasing control** through legislation and regulation
- **CustomER**
  - Expects control over their medical records, transparency, and portability
Build trust & enable value

In a future in which customer data will be a growing source of competitive advantage, gaining consumers’ confidence will be key. Companies that are transparent about the information they gather, give customers control of their personal data, and offer fair value in return for it will be trusted and will earn ongoing and even expanded access.

- Harvard Business Review

Who’s Enabling Value?

**Medtronic**'s digital blood-glucose meter wirelessly connects an implanted sensor to a device that alerts patients and health care providers that blood-glucose levels are nearing troubling thresholds, allowing preemptive treatments.

**Fidelity** provides insights and guidance for retirement planning by leveraging additional information from their clients.

**Uber** shares ride-pattern data with Boston officials so that the city can improve transportation planning and prioritize road maintenance. These and countless other applications are increasing the power—and value—of personal data.

How are you thinking through the value that your organization will enable?
From member needs to business outcomes

What a member needs

- Social
  - I trust my insurance company to keep myself and my family safe and healthy.
  - I will tell family and friends that this is good health insurance

- Emotional
  - Based on current and expected healthcare needs, I understand my financial risk
  - I will have access to convenient, high-quality care
  - I feel safe sharing information and receiving care

- Functional
  - I understand how plan options will meet my needs
  - I know what my cost will be for basic services
  - I understand how to use my plan and provider network for existing conditions

Your call to action

- Deliver service that delivers on your commitments
- Instill trust and confidence thru access and transparency
- Act on interoperability to meet basic needs

Your business outcomes

Efficiency and Quality
- Reduction in duplicate/conflicting data
- Informed understanding of risk
- Acceleration of value-based contracting

Consumer Engagement
- Informed plan selection and network understanding
- Fact-based decision making on cost and quality
- Intentional adoption of digital tools

Safety and Security
- Consistent capture, maintenance, and use of consumer consent
- Trusted exchange of data
Improving the health care customer experience

Healthcare consumer or customer needs

- Social
  - I feel comfortable referring family and friends to my provider, and I feel connected to my healthcare community
  - I feel like I’ve made the “right” choice in my healthcare providers

- Emotional
  - Based on my health status, I feel confident in my care team
  - I feel empowered that I own my health and have a choice on who I share that with
  - I feel safe providing information and receiving services

- Functional
  - I can easily access my care team
  - I understand my health conditions and my doctor’s recommendations
  - I have and know how to use the information I need to make choices about my care

Your call to action
- Connect the health journey to deliver across a full continuum of care
- Instill trust and confidence via access and transparency
- Act on interoperability to meet core functional needs

Your business outcomes

- Efficiency and Quality
  - Reduction in duplication of data
  - Holistic view of care, regardless of location of service
  - Extend care coordination
  - Acceleration of VBC

- Consumer Engagement
  - Expand digital adoption
  - Empowered consumers pushing for better health alternatives
  - Activate data: more usable data
  - Reduce administrative burden

- Safety and Security
  - Trusted exchanges with all data
  - Clear, documented consent to data exchange
How to keep the consumer at the center of Interoperability

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**Defined Value Proposition to Inform Capabilities and Needs Throughout Engagement**
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### Defined Value Proposition to Inform Capabilities and Needs Throughout Engagement

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**Activate Change Management**
Value proposition definition

Key Considerations

1. Align to Organizational Strategy
2. Let Customer Needs Drive Opportunities
3. Observe Competitive Landscape
For healthcare customers, what do you think is the most compelling value proposition of the Cures Act?

1. Full access to health record, regardless of site of care
2. More control over data safety and security
3. Ability to shop for care
4. 4. Other ____________________
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### Defined Value Proposition to Inform Capabilities and Needs Throughout Engagement
Key Considerations

1. Understand What’s Already In Play
2. Define Existing Gaps
3. Assess Experience Across All Channels
Current state: biggest capability gaps

- Meeting regulatory requirements for Interoperability
- A customer/consumer experience strategy and roadmap
- Technology
- Talent
## Future state experience & capability alignment

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- Future State Experience Design
- Gap Analysis
- Future State Capability Definition
- Iterative Roadmap
- Design Content & Messaging

**Transformation Planning**

- Prioritization & Value Mapping

**Execution & Value Realization**

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Future state experience & capability alignment

Key Considerations

1. Keep Vision & Goals Top of Mind
2. Align CX and Operational Opportunities
### Transformation planning

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**Defined Value Proposition to Inform Capabilities and Needs Throughout Engagement**
Transformation planning

Key Considerations

1. Translate into Actionable Initiatives
2. Prioritize with Customer & Business Value in Mind
3. Design Realistic Roadmap
Transformation planning: common challenges

- Developing a compelling ROI to secure funding
- Utilizing cross-organizational sources of data effectively
- Identifying the talent and resource availability to commit the necessary skills and required time
## Execution & value realization

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**Activate Change Management**

*Defined Value Proposition to Inform Capabilities and Needs Throughout Engagement*
Execution & value realization

Key Considerations

1. Gain Cross-Functional Alignment
2. Focus on Communications and Messaging
3. Implement and Evolve
To improve value realization for customers, the most important obstacles to overcome are:

1. Internal (clear ownership and accountability of initiatives, project & program management)

2. External (effective communication to existing customers, differentiating messages from the competition)
Move beyond checking the box:

Check the Box!
- Understand the regulation and comply
- Mitigate risks and address grey areas
- Develop policies

Take a Consumer Centric Approach
- Build trust
- Capture consent
- Support the right level of transparency for data exchange
- Define the value proposition
- Develop digital tools
- Nurture and support customers
- Make sure customers fully engage
QUESTIONS?
Thank you!

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Principal  
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Tammy Graves is a healthcare executive with 20 years of broad health care experience in provider organizations. A practical strategist, she has helped organizations bring ideas and goals through chaos, to inception to operations. Her areas of focus include strategy, operations, brand marketing, change management and communication.

Susan Yeazel  
Customer Director  
syeazel@pointb.com  (312) 702-3970

Susan Yeazel is an accomplished health insurance operations and strategy professional with extensive experience in the delivery of imperatives critical to the success of the business. Her areas of focus include strategic planning, design, development and implementation of integrated business and technology solutions, and she specializes in core healthcare operations including enrollment, eligibility, membership transactions, contact center, financial operations and renewal processing.