



Leveraging your FHIR Data to Derive Real Business Value

WEDI Winter Conference
December 3, 2019

Mandates: Onerous intervention or windfall opportunity?

Post HIPAA

▪ Eligibility	85%
▪ Claims Submission	96%
▪ Cross-over claims	80%
▪ Claims Status Inquiry	71%
▪ Claim Payment	63%
▪ Remittance Advice	48%
2018 CAQH INDEX®	



VS.



The Proposed Rules put a rock in the air and it will hit the ground

- FHIR Server
- FHIR Repository
- Oauth
- REST
- API integration layer
- Consent Management
- Dynamic connections to legacy data repositories





Verizon Exec Outlines Digital Transformation Revenue Opportunities for Carriers

Digital Transformation, a persistent business trend

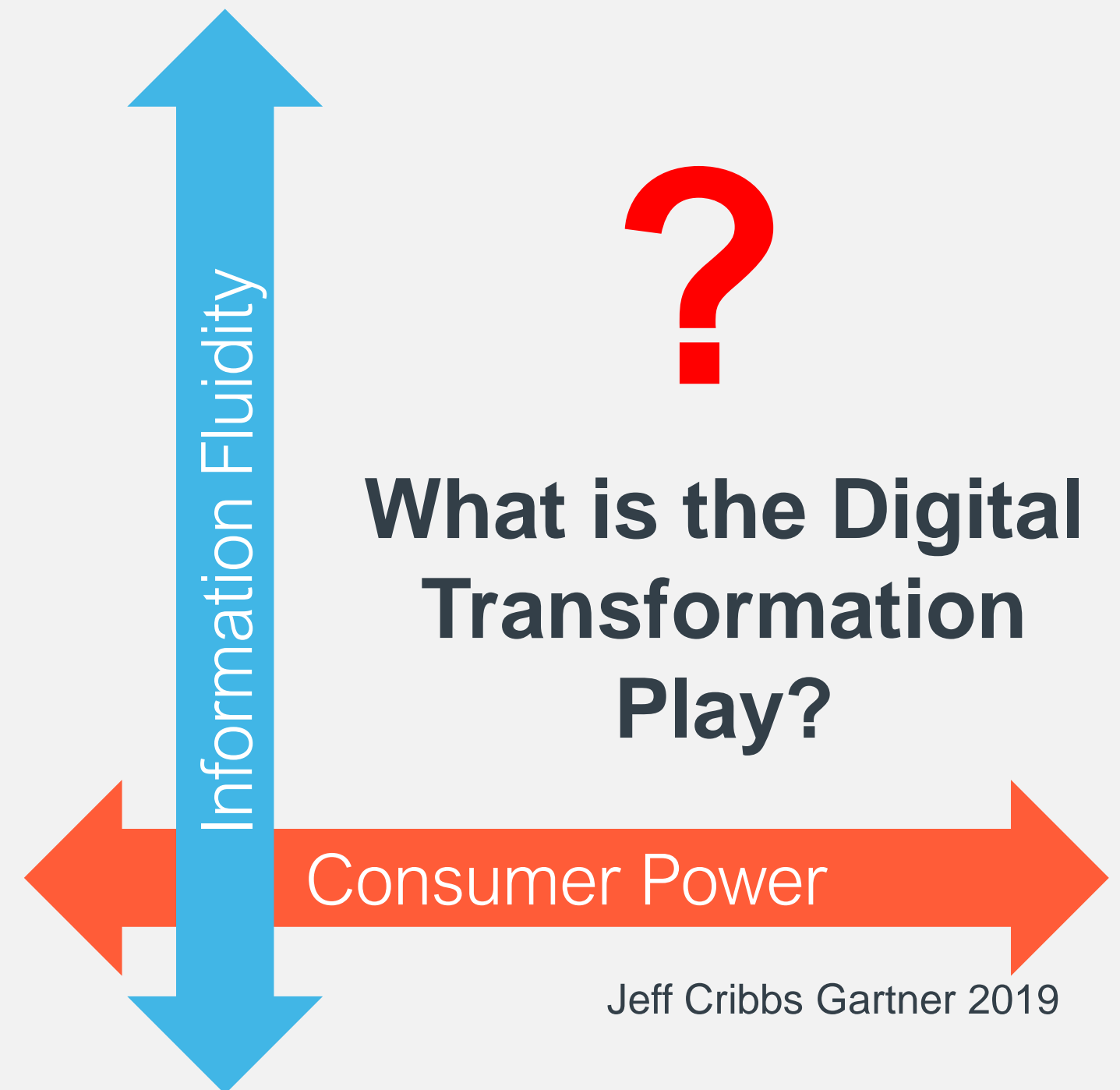
“Major enterprises today are embracing the concept of digital transformation in much the same way that they embraced the concept of virtualization a few years ago. The goal is to use the cloud, mobility and other advanced technologies to transform business processes to gain a competitive edge.”

Telecompetitor.com 2/10/17

Digital Transformation in Healthcare

- Adopt a consumer-focused strategy
- Develop a platform with real-time data integration and interoperability
- Scale your operations
- Prioritize innovation, coordinated care and partnerships across the ecosystem
- Get serious about clinical data integration

Mark E Gilbert Gartner 2019



Jeff Cribbs Gartner 2019



“FHIR at core of Humana’s strategy for data sharing with providers”

Health Data Management
November 18, 2019

Digital Transformation Strategy driven right from the top

“Humana CEO and President Bruce Broussard told an earnings call earlier this month that interoperability is at the core of the payer’s corporate strategy, “which facilitates our relationship with our provider partners, while simplifying the experience of our members.”

And if you don't believe Gartner and Humana.....

How about McKinsey?

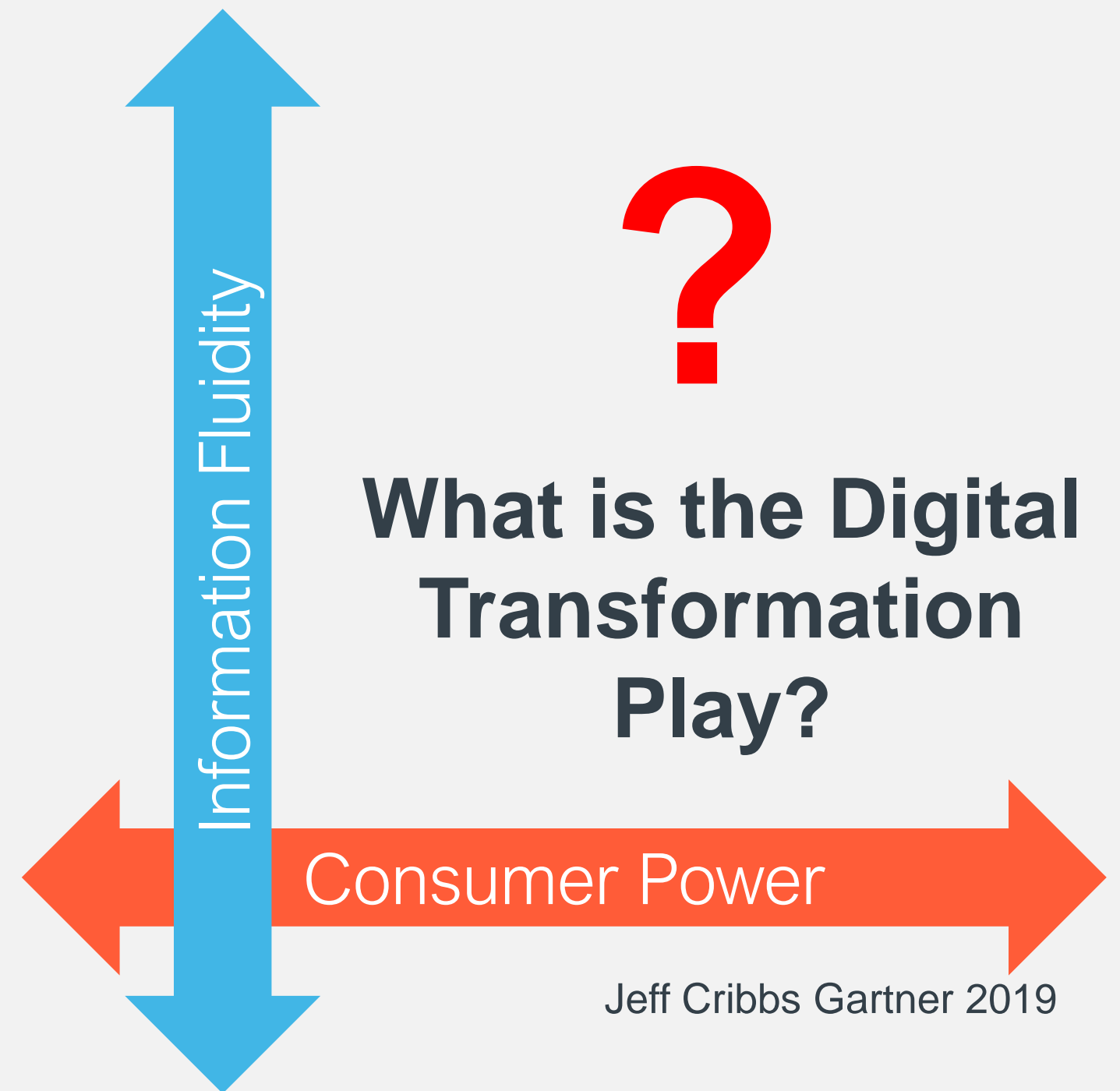
- Governments have a role to play
- Payers and standards bodies can accelerate and sustain technological advancement
- Healthcare organizations that promote open innovation will spur digital transformation
- Healthcare providers can improve adoption and expedite benefits by focusing on tangible value to consumers
- Stakeholders who invest in the right mix of skills can help accelerate and sustain long-term digital transformation
- Payers and providers can start with near-term initiatives—but still need long-term investment

Promoting An Overdue Digital Transformation In Healthcare, Mckinsey, June 2019

Digital Transformation in Healthcare

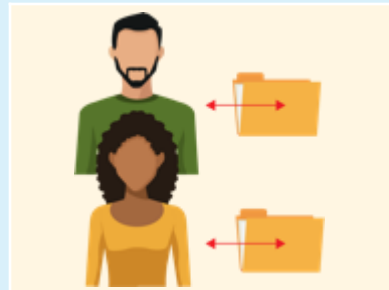
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Compliance: A Down Payment on Digital Transformation



1. Identify your data sources

- Where does your patient payment and care data reside?
- Is it accessible via API or ETL?



5. Implement strategy and technology to manage standards mapping

- Address version volatility with FHIR, CPCDS, CMS BB, USDCI
- Leverage configurable canonical mapping tools



2. Implement a FHIR server and FHIR data repository

- Build vs. Buy
- How are you integrating FHIR and open APIs into your data architecture?



6. OAuth

- Required by any open API infrastructure
- Refine your OAuth implementation to address HIPAA Privacy and Security requirements



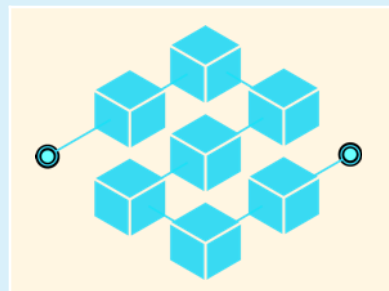
3. Verify your FHIR-based API integration layer capabilities

- Ensure native integration to your FHIR data repository
- Require full integration with your OAuth Services



7. Establish a rigorous consent management framework

- Address consent declaration & tracking
- Address payer protection from liability
- Require 3rd party application certification



4. Establish dynamic links between your FHIR infrastructure and your source data

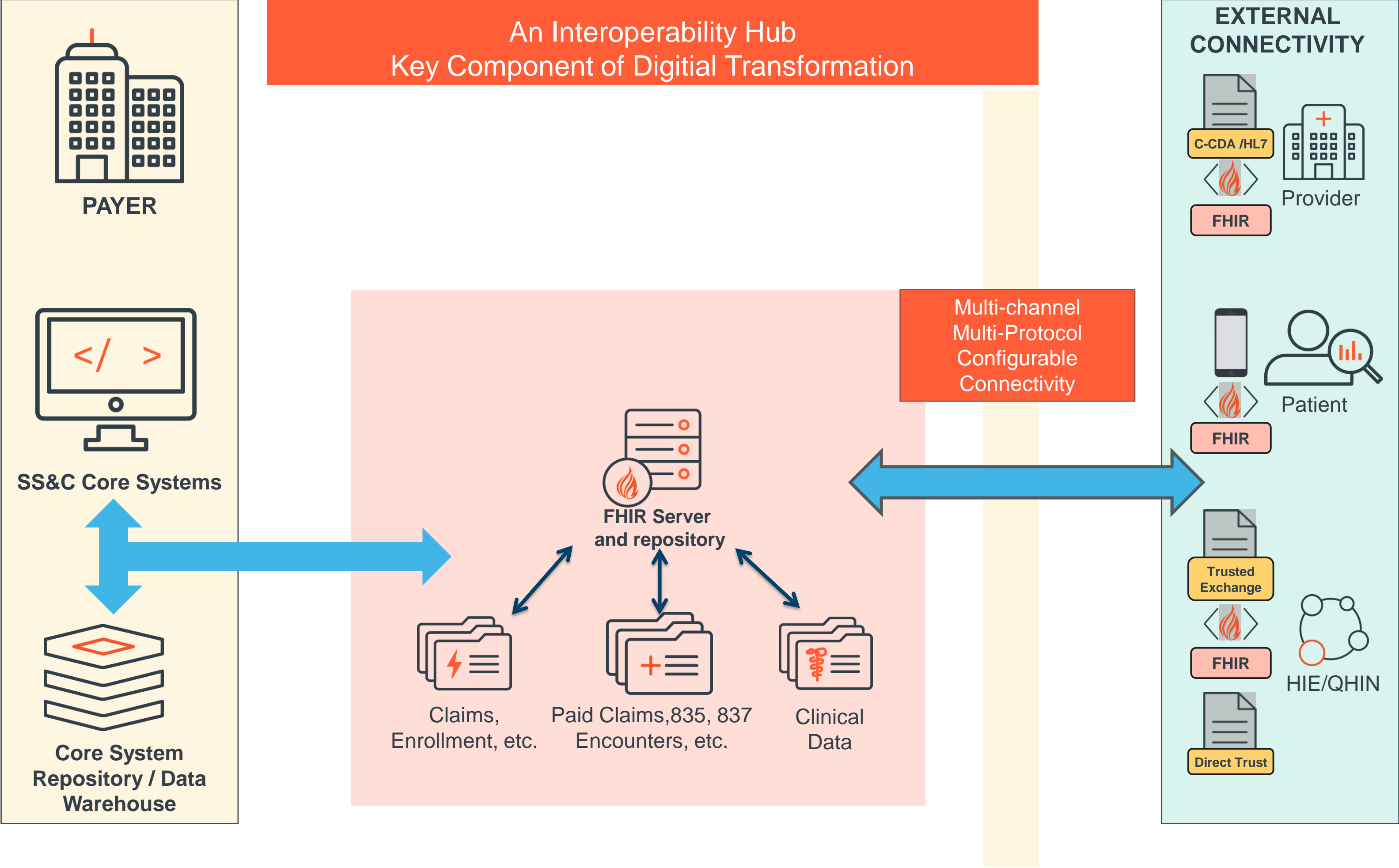
- Use smart API layers
- Reduce dependency on legacy ETL processing models



8. Implement a transparency platform (track, log, audit, and report)

- Ensure HIPAA Compliance
- Address business liability concerns

An Interoperability Hub
Key Component of Digital Transformation



Rational Scale and Scope- Leverage ARCH

What is the API Resource Collection in Health (ARCH)?

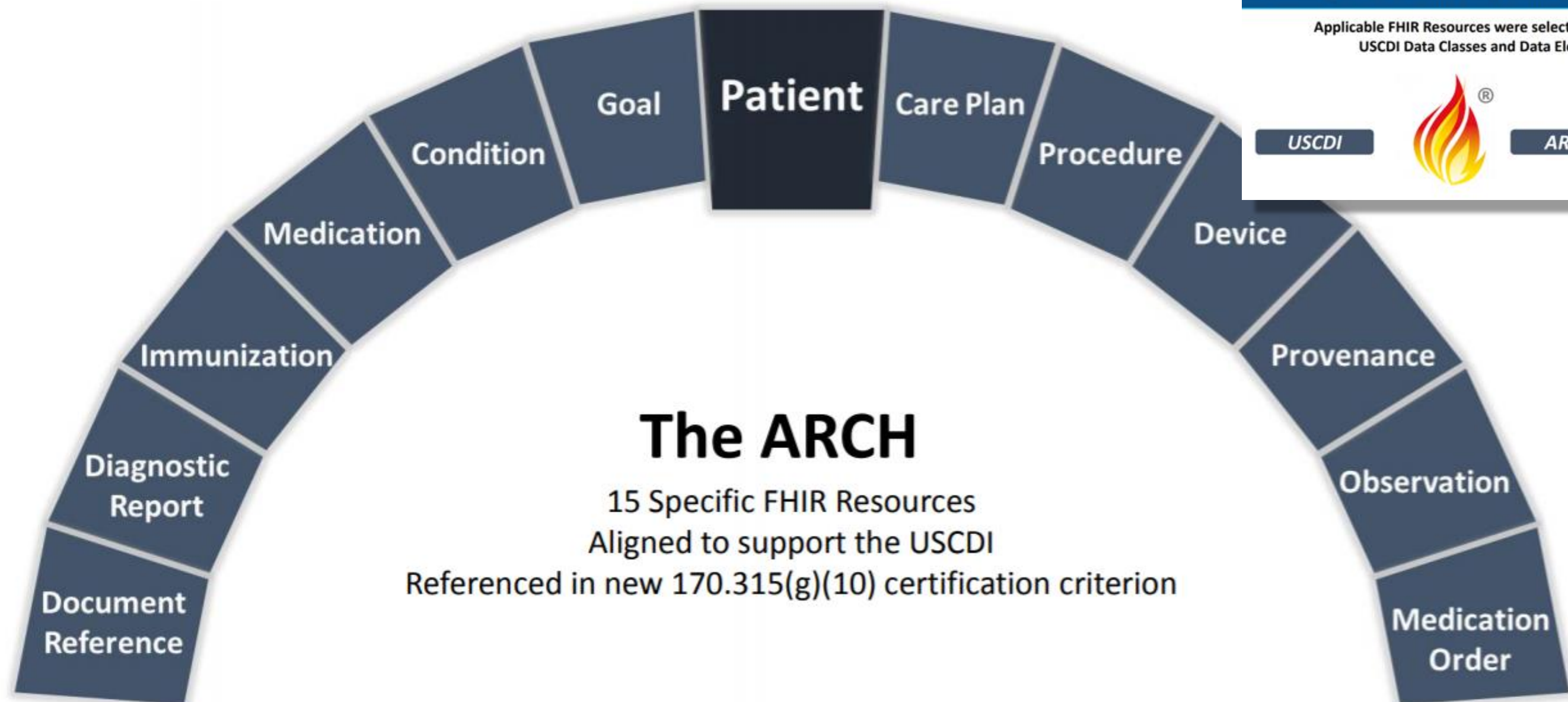
Translating the USCDI into Computable Content

Applicable FHIR Resources were selected to support
USCDI Data Classes and Data Elements

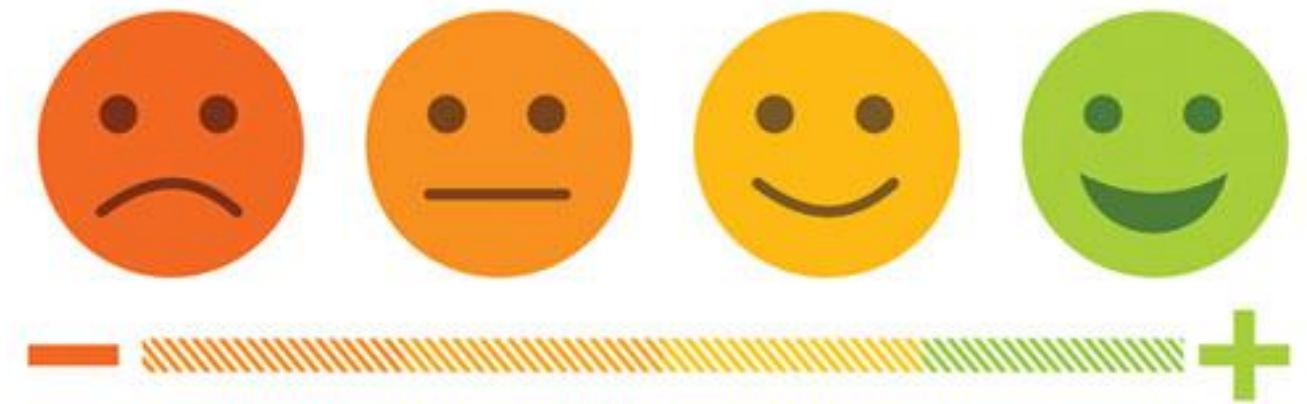
USCDI



ARCH



Digital Transformation Has But One Goal

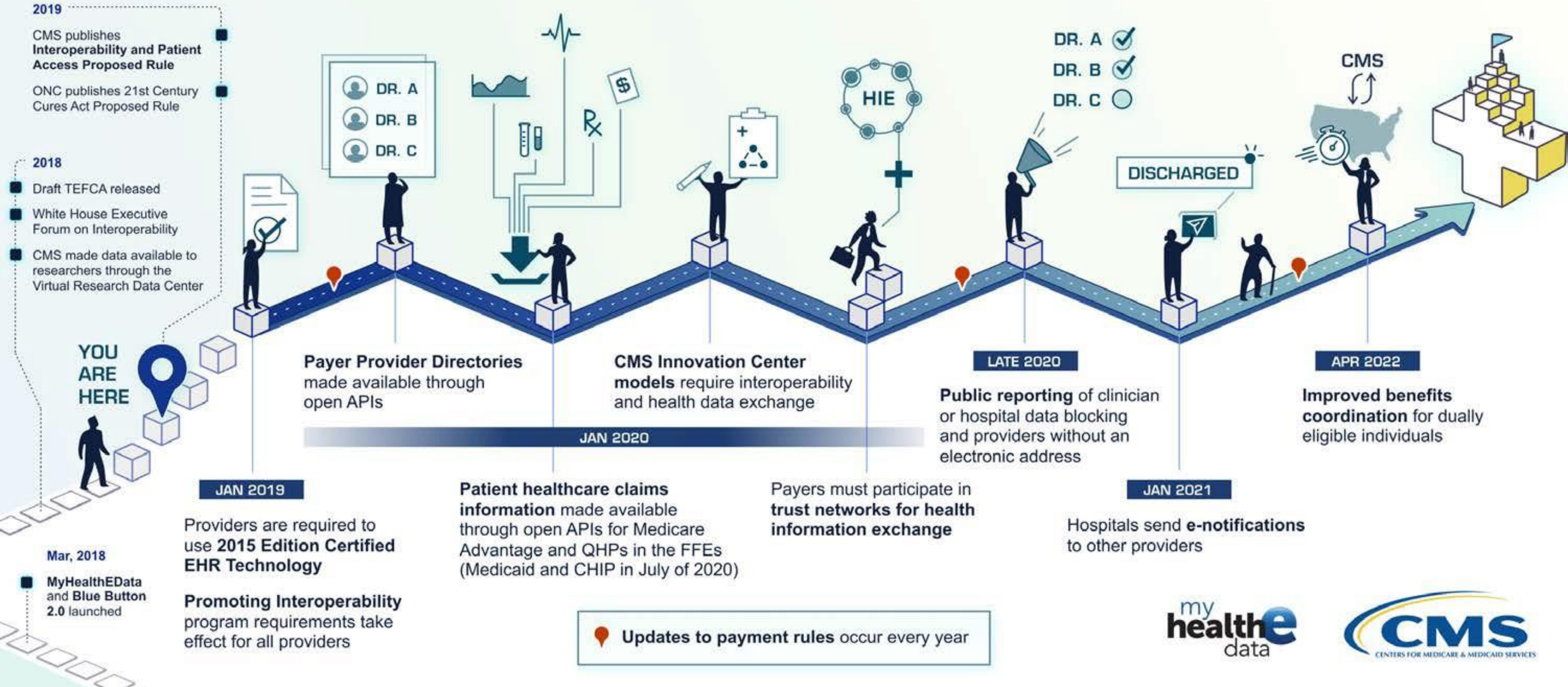


Real Results of a Digital Transformation

- Enhanced Innovation
- Increased Market Share
- Improved Efficiencies

“The goal is to use the cloud, mobility and other advanced technologies to transform business processes to gain a competitive edge”

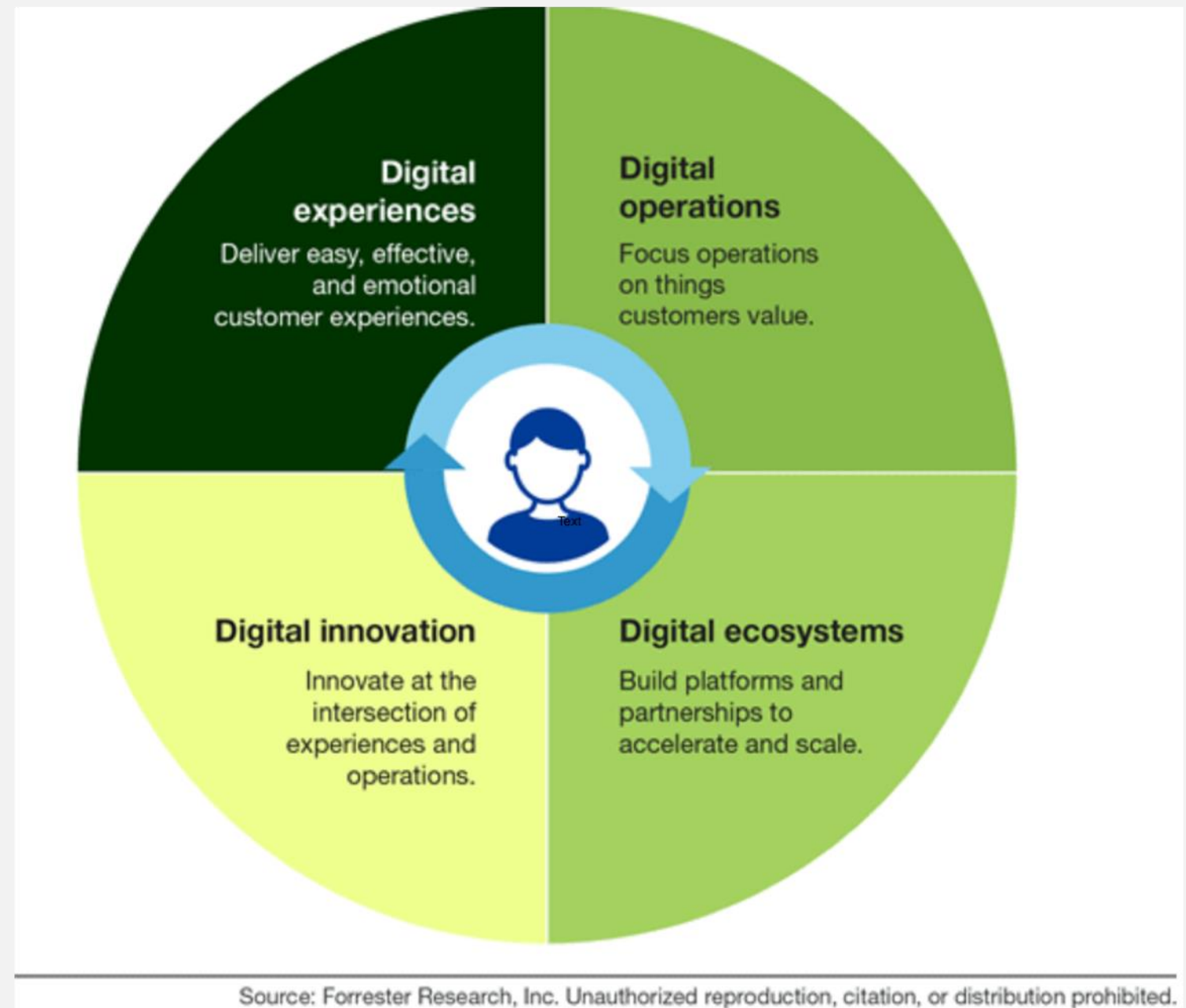
How might we get there?



The proposed rule would lay the foundation for healthcare interoperability.

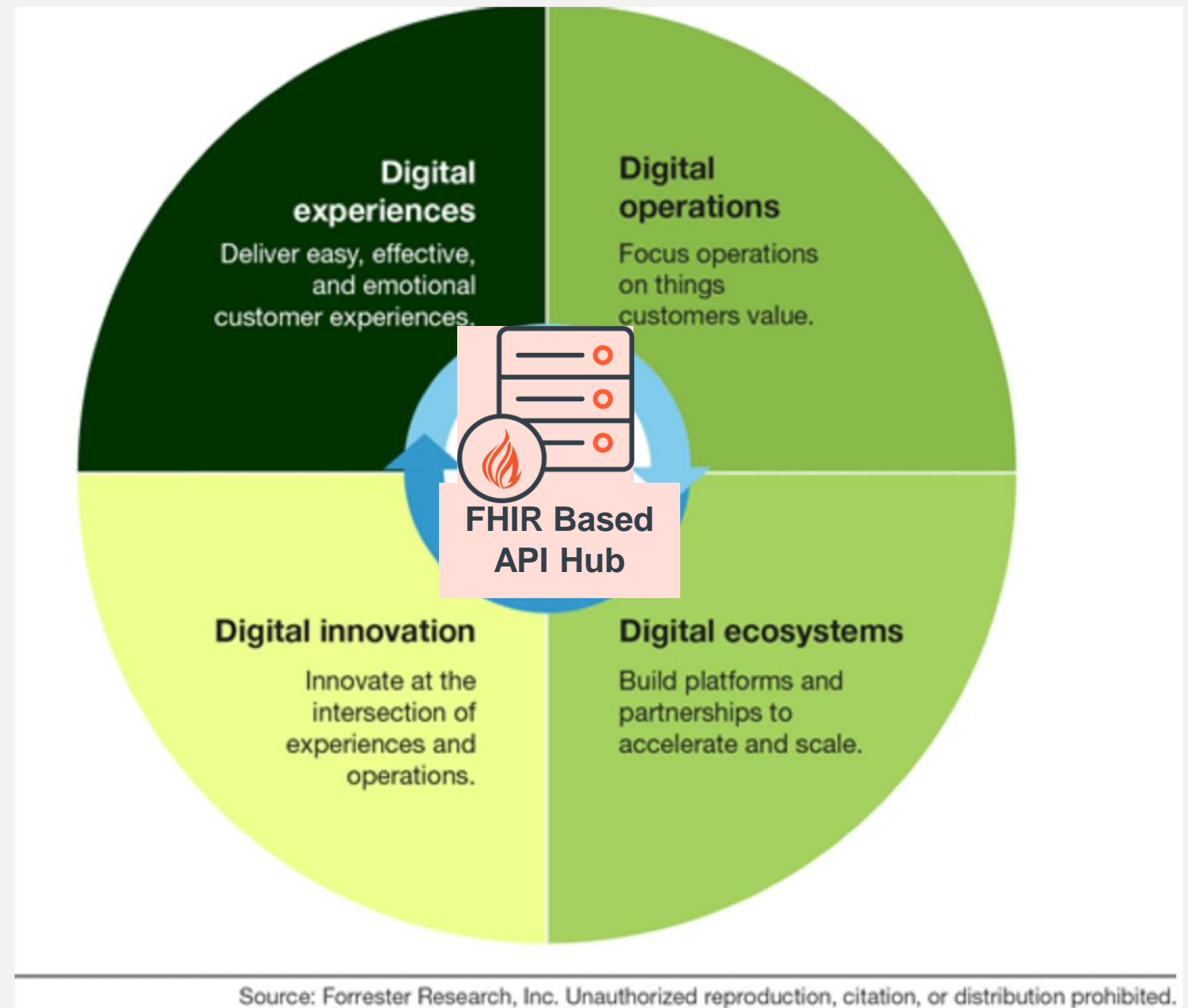
Where Does a Digital Transformation Strategy Drive You?

- Outside-in focus
- Data Liberation Experience
- Trust in your ability to curate and enhance information
- Take a lesson from MMORPG
(Massively Multiplayer Online Role-Playing Game)
- Engage whenever, wherever



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--- Q & A





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