



TO: WISHIN Board of Directors  
FROM: Joe Kachelski  
Date: July 21, 2011  
RE: Proposed Value Proposition Workgroup

The Finance Committee approved the creation of a Value Proposition Workgroup at its July 7, 2011, meeting.

### **Background**

Although Section 6 of the Strategic and Operational Plan (SOP) includes a high-level discussion of costs to WISHIN, benefits to potential WISHIN clients, revenue sources and adoption rates, that text was written nearly a year ago. Many of the details were left to WISHIN and many aspects of the SOP must be validated or modified as we move forward with implementation plans.

Before we can productively discuss details such as revenue sources and adoption rates, we must test our assumptions about the value WISHIN's potential products and services can offer to clients, and the extent to which WISHIN is uniquely positioned to deliver that value.

### **Goals**

This workgroup has the following goals:

- In the context of delivering value to WISHIN's potential clients, review the priority rankings assigned to each use case (developed by the WIRED Board's Standards and Architecture Committee) listed in SOP Appendix 15. Confirm or modify assumptions that underlie each ranking. Suggest additional use cases to be included.
- Identify the use cases that convey competitive advantage to WISHIN by assessing them against the VRINE (Value, Rare, Inimitable/Non-substitutable, Exploitable) model.
- Identify any additional market-research questions or issues that should be resolved as part of WISHIN's overall marketing and sustainability approach.

### **Membership**

Members of the workgroup should represent a variety of stakeholders (including integrated delivery systems and independent practices) to ensure that use cases are assessed according to their relevance in different geographic areas and in a range of current HIE capabilities. In addition, members should represent various functional areas within health care organizations (e.g., financial, general administrative, IT and caregivers). Three or four total meetings are contemplated.

### **Next Steps**

The workgroup's conclusions should be used (a) as an input to the development of WISHIN's RFP for Phase 2 (robust bidirectional HIE) and (b) as a foundation for formal market research or analysis that will evaluate and refine WISHIN's marketing assumptions and messaging.