

Purpose

The Wisconsin Statewide Information Network (WISHIN) Connect Marketing Plan articulates the vision, strategy and outlook for reaching WISHIN’s target audience for the WISHIN Connect product. The purpose of this plan is to:

- Assist in the promotion of WISHIN Connect
- Establish the key target audience and their channels of communication for WISHIN Connect
- Guide the success of WISHIN Connect

Product Summary

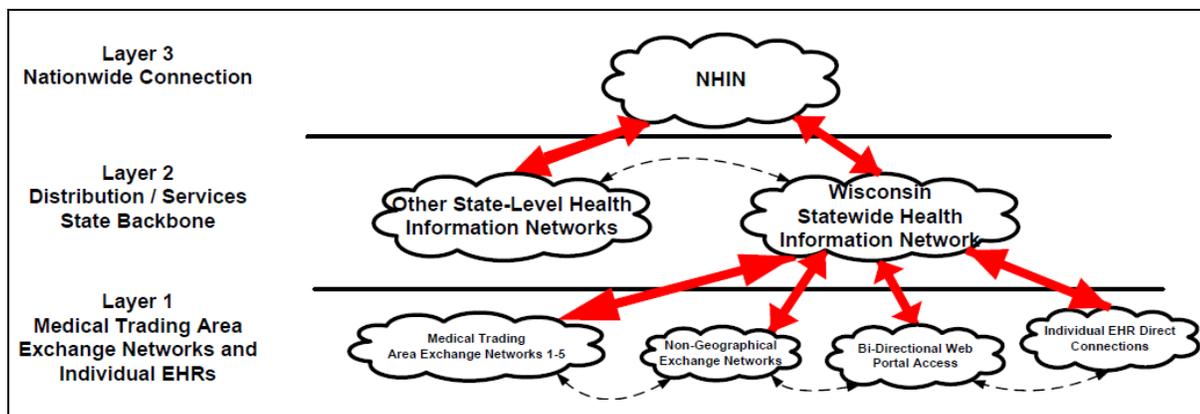
Success of the Marketing Plan will be measured by the following factors:

- The ability to identify and market a compelling value proposition attractive to vendors
- The ability to engage future target audiences

The intent behind WISHIN Connect is to establish a statewide network-of-networks for health information exchange. WISHIN Connect will be one of the products used to eliminate point to point connections between HISPs, while expanding HISP networks and market exposure. WISHIN Connect is the governing entity for HIE and is the state-designated HISP qualifier.

As a WISHIN Connect HISP, users will have the opportunity to use WISHIN branding when selling HISP services. This branding includes cross directional linkage on the WISHIN website through HISP logos.

WISHIN Connect HISPs will also be included in the future connection to the National Health Information Network, NHIN. WISHIN Connect envisions a “network-of-networks” architecture for statewide and interstate health information exchange that is comprised of a Wisconsin state-level exchange network, participating Wisconsin medical trading areas or non-geographic exchange networks, other neighboring state-level exchange networks, and the NHIN.





Background

External Information

WISHIN is a non-profit corporation appointed as the state-designated entity for governance and implementation of statewide health information exchange, HIE, as authorized by 2009 Wisconsin Act 274.

WISHIN was founded by four organizations:

- Wisconsin Medical Society
- Wisconsin Collaborative for Health Care Quality
- Wisconsin Health Information Organization
- Wisconsin Hospital Association

Mission: To develop and sustain a trusted, secure statewide health information network and HIE services that provide value to participants.

Vision: To promote and improve the health of individuals and communities in Wisconsin through the development of health information exchange services that facilitate electronic sharing of the right health information at the right place and right time.

Target Audience

As this time, WISHIN has been able to conclude that there are approximately 23 vendors within our target audience. WISHIN views the following vendors as potential customers for WISHIN Connect.

HISP Vendors:

- 1) Ability Network, Inc
- 2) SureScripts/AAFP
- 3) Inpriva
- 4) MaxMD
- 5) Secure Exchange solutions
- 6) Microsoft
- 7) Verizon
- 8) Axolotl
- 9) MEDesion
- 10) Lawson
- 11) RelayHealth
- 12) Harris Corporation
- 13) Medicity
- 14) Epic
- 15) Browseroft.OpenHRE



- 16) Carefx
- 17) dbMotion
- 18) eClinicWorks
- 19) Intersystems
- 20) MEDSEEK
- 21) Oracle
- 22) Orion Health
- 23) PatientKepper

Barriers	Action Steps
Limited outreach has been implemented thus far for WISHIN Connect	<ul style="list-style-type: none"> Collateral and soft sell information will be distributed by the end of July through WISHIN Board and Advisory Committee members
Overcoming lack of credibility due to tenure	<ul style="list-style-type: none"> Rely heavily on being the state-designated entity for HIE and the support of founding organizations

Communications Considerations

Sample Soft Sell Email

From: (insert WISHIN board member's name)

To: (insert HISP name)

Subject: WISHIN Connect

I am contacting you as a board member of the Wisconsin Statewide Health Information Network (WISHIN) to introduce you to WISHIN Connect and to tell you about the benefits it could provide for (insert organization/ HISP name).

For the last seven months, I have been helping with the formation of WISHIN. WISHIN is a non-profit corporation appointed as the state-designated entity for governance and implementation of statewide health information exchange, HIE, in Wisconsin, as authorized by 2009 Wisconsin Act 274.

WISHIN was founded by four organizations, Wisconsin Medical Society, Wisconsin Collaborative for Health Care Quality, Wisconsin Health Information Organization, and Wisconsin Hospital Association.

WISHIN's mission is to develop and sustain a trusted, secure statewide health information network that provides value to participants. By becoming a part of WISHIN Connect, you will be participating in a secure



network-of-networks that will add value to your organization and current consumers by expanding your market share.

WISHIN Connect is the governing entity for HIE and offers the state “Seal of Approval” for HISPs operating in Wisconsin. By obtaining WISHIN Connect, your organization will be stating that you are interoperable with the governed state HIE (health information exchange) entity and you will be connected to all other WISHIN Connect HISPs. After receiving your WISHIN Connect qualification, your organization will be provided with a cross directional linkage on the WISHIN website. Your organization will also be able to use the WISHIN Connect logo to help promote and sell your services.

I believe that (insert organization/HISP name) and the citizens of Wisconsin will benefit greatly from WISHIN Connect and look forward to hearing from you. A WISHIN team member will contact you by phone in the upcoming week to discuss your participation in WISHIN Connect. In the meantime, feel free to browse www.wishin.org and let us know if you have any questions.

Best Regards,

XXXXXXXXXX

Selling Points for WISHIN Connect

- Seal of Approval Certificate
- Expands the HISP network and market exposure
- Branding on the WISHIN website
- Interoperability with the governed state HIE
- Connectivity to the Nationwide Health Information Network (NHIN)

WISHIN Connect Messaging

- 1) **WISHIN Connect Expands Networks**
With a statewide HIE, each health care provider, lab and pharmacy is connected. This increases market share and eliminates the need to build point-to-point connections. Customers will be able to exchange healthcare information seamlessly with others on WISHIN Connect.
- 2) **WISHIN Connect Reduces Cost**
By eliminating the need to build future point-to-point connections, WISHIN Connect reduces costs and enables efficient use of resources. Through a single connection, your network expands to many others
- 3) **WISHIN Connect Promotes Status**
By being a part of WISHIN Connect organizations are given permission to use the WISHIN brand. All approved HISP's will be represented on the WISHIN site for future providers to view and awarded an annual certificate.

