



## **COMMUNICATIONS ADVISORY COMMITTEE MEETING MINUTES**

**Tuesday, May 31, 2011**

**1:30 – 3:30 p.m.**

**Wisconsin Hospital Association**

### **8 COMMITTEE MEMBERS PRESENT**

Peter Thompson (Chair)  
Jane Cooper (Vice-Chair) (by phone)  
Ken Carlson (by phone)  
Mary Kay Grasmick  
Lisa Hildebrand  
Beth Kaplan (by phone)  
Jason Klimowicz  
Chuck Nason (by phone)

### **3 MEMBERS ABSENT**

Richard Ammond  
Dianne Kiehl  
Laurie Kohel

### **5 STAFF PRESENT**

Joe Kachelski  
Aelisha Binderim  
Jean Doeringsfeld  
Kim Drone  
Kim Johnston

### **2 GUESTS PRESENT**

Elise Braun  
Aaron Holman (by phone)

### **CALL TO ORDER**

Communications Advisory Committee Chair Peter Thompson called the meeting to order at 1:34 p.m.

### **ADDITIONAL WISHIN BACKGROUND**

Ms. Doeringsfeld provided additional background information on Health Information Service Providers (HISPs), HISP services, and white space. A HISP refers to both a function and an organization, and WISHIN will be standing up a HISP for Phase 1. A vendor that provides HISP services needs to also provide a secure network. A HISP verifies the message being sent is secure.

There are currently 20 – 25 HISP vendors in the nation with varying degrees of functionality. The American Academy of Family Physicians (AAFP) and SureScripts are both working to establish HISPs for members nationwide.

In Phase 1, WISHIN is required to reduce white space by 50% in Wisconsin. There are two primary white space goals. The first goal is to reduce the number of labs that are unable to deliver electronic results. The second goal is to reduce the number of pharmacies unable to accept electronic prescriptions.

### **OVERVIEW OF THE WORK PLAN**

The Communications Advisory Committee was provided a detailed work plan. The first task is to develop marketing communications for HISP qualifications and identify stakeholders by December 1. Two workgroups will be formed -- one for HISP qualifications and one for HISP services. Communication strategies must be identified and messages must be deployed by September 1. WISHIN is currently developing product pricing,

defining services for Phase 1, and developing communications strategies. For Phase 2, additional educational materials will need to be deployed.

Mr. Kachelski said HISP qualification will position WISHIN as the statewide health information network, and encourage other HISPs to seek WISHIN's seal of approval. Ms. Cooper, Ms. Hildebrand, Mr. Nason and Mr. Thompson volunteered for the HISP Qualification workgroup. Ms. Wang, Mr. Klimowicz, and Mr. Carlson volunteered for the User Agreement workgroup. Ms. Braun said she and Mr. Holman should be involved in both workgroups to verify alignment with other operations.

Mr. Kachelski said there are states pursuing similar plans, and are willing to share information WISHIN.

Ms. Johnston gave an update on the new website which will create WISHIN's brand and image. An outside vendor will be chosen at the end of the week and the website will go live by July 1. She said WISHIN is working on messaging for qualifying HISPs, flyers, the "Who is WISHIN" branding piece, and sale sheets to provide to potential clients.

Mr. Kachelski said the branding and awareness of WISHIN will need to be promoted before September 6 since that is the implementation date for Phase 1 services. September is targeted for providers wanting to complete HIE for pursuing meaningful use before the end of Federal Fiscal Year 2011.

Ms. Johnston said the work plan needs to be approved with the two 2010 dates changed to 2011 and August 3 changed to June 10, as mentioned by Mr. Nason.

**It was moved and seconded to approve the Communications Advisory Committee work plan with the mentioned changes. Motion carried unanimously.**

#### **MEETING DATES**

Ms. Doeringsfeld recommended starting with three-hour meetings for the workgroups. Committee members will receive information on upcoming workgroup dates. Ms. Wang said mentioned WHITEC's Communications Specialist can be invited to those meetings since she is familiar with those types of materials.

**It was moved and seconded to adjourn. Motion carried unanimously.**