



**WISHIN BOARD MEETING**  
**June 22, 2011**  
**1:00 – 5:00 p.m.**  
**Wisconsin Medical Society**

**15 MEMBERS PRESENT**

Susan Turney, M.D. (Chair)  
Chris Queram  
Julie Bartels  
Steve Brenton  
Henry Anderson, M.D.  
Patti Brennan  
Jane Cooper  
Brett Davis  
John Foley  
Sheila Jenkins  
Dianne Kiehl  
Ken Letkeman(phone)  
Chuck Nason  
Craig Samitt, M.D.  
Denise Webb

**3 GUESTS PRESENT**

Tony Langenohl  
Carol Mergen  
Kim Pemble  
Greg Simmons

**5 STAFF PRESENT**

Joe Kachelski  
Aelisha Binderim  
Jean Doeringsfeld  
Kim Drone  
Kim Johnston

**CALL TO ORDER**

Chair Susan Turney, M.D., called the meeting to order at 1:05 p.m.

**APPROVAL OF MINUTES**

**It was moved and seconded to approve the minutes from the April 27, 2011, Board meeting. Motion carried unanimously.**

**OPERATIONAL UPDATE**

Mr. Kachelski provided an operational update on WISHIN. The Request for Proposals (RFP) for Health Information Service Provider (HISP) services was issued and WISHIN will be reviewing the responses, which are due June 27. September 6 is the scheduled go-live date for Direct services for WISHIN's HISP vendor. Product names have been established for marketing -- WISHIN Direct (secure messaging) and WISHIN Connect (HISP qualification). WISHIN is discussing developing pilot projects for Phase 1 including two that will involve the State Lab of Hygiene.

**SUMMARY OF ONC SITE VISIT**

Mr. Kachelski said the ONC site visit was an in-depth discussion of WISHIN's plans and the overall environment in Wisconsin. He thanked the Board members who attended some or all of the entire two-day visit.

One follow-up item that WISHIN must provide to ONC is a proposed “breakthrough goal” to demonstrate the impact of statewide HIE. Mr. Kachelski said he would like to propose a goal related to re-admission rates. Mr. Kachelski said Ms. Kelly Court, Chief Quality Officer of WHA and WCHQ, suggested limiting the focus to medical (as opposed to surgical) diagnosis-related groups (DRGs) and preventable (versus all-cause) re-admissions.

Mr. Kachelski said WHA and the Office of Rural Health are conducting a preventable re-admissions study and data would be available for use by WISHIN.

Mr. Kachelski said WHA has the 3M Potentially Preventable Re-Admissions (PPR) software for the study to allow non-preventable re-admissions to be excluded. Ms. Bartels said the Partnership for Health Care Payment Reform (PHPR) has already completed a thorough analysis of the software.

Mr. Simmons said Quality Improvement Organizations (QIOs) such as MetaStar also have a three-year re-admissions study underway.

Dr. Turney said the breakthrough goal will need to be developed further. Dr. Samitt said he would like to help.

### **CONTRACT BETWEEN DHS AND WISHIN**

Mr. Kachelski said the Finance Committee reviewed and approved a change in the contract between DHS and WISHIN. This would add \$350,000 to WISHIN’s funding, payable to WHIE to support continued collection of syndromic surveillance for the Medicaid program. DHS’s existing contract with WISHIN provides a vehicle to deliver funds devoted WHIE’s operations.

Ms. Bartels asked if this will create an additional fiduciary responsibility for the Board. Ms. Webb said it is limited-term maintenance funding that ends in 12 months, and are no other obligations.

Dr. Turney asked if it is WISHIN’s responsibility to verify WHIE is meeting the state’s requirements. Ms. Webb said there will be no such conditions in the contract. Ms. Webb said she will confirm there will be an addendum that states DHS is responsible for funding WHIE, WISHIN has no financial responsibility to provide that funding. Dr. Turney said this will be an item for follow-up. Mr. Brenton said WISHIN’s attorney will be involved with drafting the contract amendment, and moved approval on this item.

**It was moved and seconded to approve an amendment to the DHS and WISHIN revised contract. Motion carried unanimously.**

### **PHASE 1 PRICING PRINCIPLES**

Mr. Kachelski said the Finance Committee discussed a list of pricing principles for Phase 1 services:

- Encourage early adopters.
- Help ensure that clients have a critical mass of other clients with whom to exchange information.
- Vary according to the number of users and/or the size of the client, but not necessarily in a strictly linear fashion.
- Be compatible with “upgrade” pricing for optional value-added services (including eventual Phase II services).
- Be easy for clients and potential clients to understand.
- Allow for an administratively simple invoicing process.

Dr. Samitt asked if WISHIN was pricing its services as a not-for-profit organization. Mr. Kachelski said pricing will need to reflect WISHIN's costs to procure the services. He said he expects that WISHIN will not have a large up-front expense to launch Phase 1.

Mr. Kachelski said he expects there will be final Phase 1 pricing for review at the next Board meeting.

### **ADVISORY COMMITTEE UPDATES**

Mr. Kachelski gave an update on the advisory committees. The Communications Advisory committee has created the product names WISHIN Connect and WISHIN Direct. WISHIN's new website content is progressing. The Technical Advisory Committee defined the technical requirements for the RFP and a workgroup of that committee will be reviewing responses. The Phase 1 Rapid Implementation work group is developing draft user agreements for HISP services and HISP qualification, and WISHIN's attorney will finalize the customer agreements.

### **UPCOMING BOARD ACTIONS**

Mr. Kachelski said in 2011, the following items will need Board attention: July - marketing plans, September - legal and policy framework, November - draft sustainability plan, and December - final sustainability plan and yearly revision of the SOP.

### **YAHARA SOFTWARE CONTRACT**

The proposed contract between WISHIN and Yahara Software was presented to the Board. WISHIN conducted a simplified procurement and selected Yahara as WISHIN's website developer. The cost is around \$11,000, and July is the first phase of development.

**It was moved and seconded to approve the Yahara Software contract. Motion carried unanimously.**

### **NeHII LICENSING AGREEMENT**

A proposed licensing agreement between WISHIN and Nebraska Health Information Initiative (NeHII) was presented to the Board. NeHII makes policies and procedures available to other states at no cost, but requires that any amendments to the agreements be shared with NeHII.

**It was moved and seconded to approve the licensing agreement. Motion carried unanimously.**

Mr. Samitt mentioned typically organizations grant executive authority so the Board does not need to be involved in the approval of minor contracts. Mr. Kachelski said the bylaws require Board approval of contracts, but the Board can delegate some authority to the CEO.

Mr. Nason made a motion to ask the Finance Committee to make recommendations regarding contract approvals and submit it to the Board for consideration.

**It was moved and seconded to approve the recommendation. Motion carried unanimously.**

### **EXTENDED BOARD MEETING**

Mr. Kachelski said a survey was provided to the Board in May. Dr. Turney said only 10 of 15 Board members completed the survey. Ms. Cooper said it is important to have participation from the Board since we are using time to discuss this.

Dr. Samitt said it is difficult to be prepared for Board meetings when many of the items are unfamiliar. Ms. Webb said it is helpful to participate in other WISHIN opportunities, such as the ONC site visit. Ms. Brennan said it would be helpful to state exactly what advice is being sought. Dr. Samitt said it would help to have a

one-page summary with key points for extensive contracts. Ms. Kiehl said items could be listed as informational, discussion, and decision on the agenda, and note items to focus on and recommendations. Dr. Samitt said it would be nice to get updates on new topics to be addressed.

Ms. Brennan asked if Board members are representative of certain stakeholders. Ms. Webb said the statutes require that certain constituencies affected by HIE be represented on WISHIN's Board.

Ms. Cooper said asked if Mr. Kachelski would be willing to speak with employers regarding WISHIN. Mr. Kachelski said yes. Ms. Webb said that would be a good start to engaging consumers.

Mr. Kachelski said one of WISHIN's current challenges as a new organization is answering the question "What is WISHIN?" and Board members have the opportunity to be ambassadors for the organization. If a Board member is speaking at an event and needs to give a bio, he asked that Board members mention that they are involved with WISHIN. Ms. Cooper asked if Ms. Drone can send an introduction for WISHIN for Board members to use. Ms. Brennan asked for Power Point slides for a WISHIN overview.

## **WISHIN FINANCIAL SUSTAINABILITY PLAN**

Mr. Kachelski said finance and sustainability were clear themes in the Board survey responses.

Mr. Kachelski said the WIRED planning process analyzed various revenue models and the Strategic and Operational Plan (SOP) expressed a preference toward subscription fees. The SOP listed three challenges to sustainability: already-existing localized data exchange, the capacity of health systems to undertake new projects, and trust. The SOP listed several factors that could work in favor of participants, including providers seeking Meaningful Use incentive payments, accountable care organizations' need for timely data, the potential to advance quality, reduce health care cuts and reduce administrative costs.

Mr. Kachelski then summarized the feedback WISHIN received at a series of stakeholder focus group meetings. Dr. Samitt asked when independent physicians indicated a high willingness to participate did they state they would pay for the service. Mr. Kachelski said yes, \$30/month per physician was mentioned as an example.

Dr. Samitt said WISHIN should reach out to health care organizations that say they do not need WISHIN. Ms. Cooper said working with the Wisconsin Department of Employee Trust Funds would be important.

Ms. Jenkins said she understands the theoretical value of the health information exchange, but can't visualize the creation of a statewide HIE she said a picture with the steps and future of HIE would be helpful.

Mr. Foley said he would hopes the Epic Care Everywhere model can be used because health systems do not want to invest more money in their EMRs.

## **EXPECTATIONS OF WISHIN DIRECTORS**

Mr. Kachelski provided a draft document outlining leadership roles and responsibilities of the WISHIN Board. The document was developed from a similar WHIO document.

Dr. Samitt said he was not aware a back-up representative can be sent if a Board member can't attend. Mr. Kachelski said anyone can attend meetings, but only Board members can vote. Ms. Brennan said she needs clarification on which organization each Board member represents.

Ms. Webb said Dr. Turney said the third paragraph on the second page should be removed because it applies to WHIO but not WISHIN.

## **WISHIN MISSION AND VISION**

Mr. Kachelski said there was discussion at the March Board meeting to identify new concepts and recognize other areas in WISHIN's mission and vision. Dr. Samitt asked who is the audience for the mission and vision statement. Mr. Kachelski said it is anyone that wants information about WISHIN. The mission and vision should explain who and what WISHIN is.

Dr. Samitt and Dr. Turney agreed the words "HIE services" are too vague. Ms. Webb recommended including "information sharing services."

Dr. Samitt said he questioned the term "participants." Mr. Kachelski said the intent is that everyone is a potential participant. Dr. Samitt said it can say "participants and patients."

Dr. Samitt said the vision should say "with the right individuals" to capture the idea of information only being released to authorized individuals.

## **MISCELLANEOUS**

Ms. Webb said she was contacted by Hospital Sisters Health System (HSHS) regarding a debate over enforceable digital signatures for order entry. DHS's attorney suggested referring them to Ms. Michelle Leiker at Wisconsin Medical Society. This could be a discussion topic for WISHIN's Policy Advisory Committee. Dr. Turney said she knows Wisconsin is silent legislatively on this issue, and may not want to address this now. Dr. Turney said she will follow up with Ms. Leiker.

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