

Rochester RHIO, Healthcare Business Academy Fellowship Program Partner to Discover Novel Secondary Use Applications for HIE Data

Healthcare Executives Present Concepts in *Shark Tank*-like Competition

ROCHESTER, N.Y., December 18, 2019—In a bid to further expand the value of health information exchange data, the Rochester RHIO partnered with the Healthcare Business Academy (HBA) Fellowship Program to stimulate novel concepts. Use of de-identified health care data has grown as researchers, policy makers and other healthcare professionals have come to appreciate the underlying value of existing clinically gathered data for application to population health needs, care coordination and quality measurement.

Over the course of several months, nearly 70 Western New York healthcare executives who were enrolled in the NorthStar Network's HBA Fellowship Program were divided into 9 teams that reviewed, analyzed and formed recommendations regarding new means to utilize Rochester RHIO data. The nine teams then presented their models to an evaluation panel in a *Shark Tank*-like competition, where each team was assessed based on feasibility, community impact potential and innovation.

Three finalists were chosen for further study and consideration by the RHIO, including:

- Identifying urban neighborhoods with historically underserved populations for enhanced services. The team proposed overlaying de-identified RHIO data for diabetes mellitus prevalence, hypertension prevalence, STI prevalence and primary care physician utilization with targeted ZIP codes to improve selection for mobile clinic placement, education events, and community health worker and care manager deployment.
- Determining specific social determinants of health (SDOH) that negatively affect hospital readmission rates for patients with heart failure. Through the analysis of RHIO data such as ICD10 codes, follow-up appointments, prescribed medications and multiple demographic characteristics, the team believes that necessary post-discharge resources can be better placed in the community to reduce readmissions by shrinking health disparities.
- Promoting continuity of care for post-surgical elderly patients to reduce hospital emergency department readmissions due to falls. The team recommended tracking post-rehabilitation patients' adherence to medical provider and home care appointments, triggering personalized follow-up for non-compliance and increasing reimbursement rate-related quality outcomes.

Additional proposals addressed secondary use of RHIO data for payer prior authorization, regional benchmarking of SDOH-linked value-based payments for community-based organizations, increased employee preventative screenings for tailored wellness initiatives, and reduced youth emergency department visits.



Regional Health Information Organization



“The RHIO/HBA Fellowship Program partnership underscores the immense value of data we’re collecting every day. Secondary uses represent substantial opportunities to further deepen our relationships and create even better outcomes in one of the nation’s most progressive healthcare communities,” said Jill Eisenstein, president and chief executive officer of the Rochester RHIO.

“The competition also reinforced our belief in educating healthcare executives about the power and potential of community-based health information exchange. For many participants who play crucial roles in provider and payer organizations, it was their first exposure to the breadth of available clinical data.”

“This collaboration is a valuable asset to our community,” says Linda Becker, president and founder, NorthStar Network. “Bringing RHIO together with our area’s top health care leaders to brainstorm data-driven ideas has endless possibilities to benefit our region.”

Rochester RHIO is currently evaluating the winning concepts for potential use across New York State’s Greater Finger Lakes region. Known as one of the nation’s pioneering HIEs that continues to break new ground in health data, the organization has recently announced other secondary use applications, including cross-sector data exchange, the publication of an inaugural Community Health Indicators report, and application of its data to evaluate diabetes interventions.

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About the Healthcare Business Academy

The Healthcare Business Academy Fellowship Program is a continuing education initiative of NorthStar Network, whose vision is to transform the Rochester, N.Y. region’s healthcare system to be the highest quality and lowest cost healthcare delivery system in the United States. Learn more at <https://www.northstarnetwork.org/hba-fellowship/2020-hba-fellowship-program>

About Rochester RHIO

Rochester RHIO is a secure electronic health information exchange (HIE) dedicated to serving New York’s Greater Finger Lakes region, including Monroe, Allegany, Cayuga, Chemung, Genesee, Livingston, Ontario, Orleans, Schuyler, Seneca, Steuben, Wayne, Wyoming and Yates counties. Its suite of services allow health care professionals to securely and rapidly share records across institutions and practices, making patient information available wherever and whenever needed to provide the highest quality care. Patients benefit from fewer repeated tests, missing records and errors, while receiving more informed care during office visits and emergencies. RHIO’s health information exchange process more than seven million clinical messages a month for 1.5 million residents. RHIO is a Qualified Entity of the Statewide Health Information Network of New York (SHIN-NY). For more information, visit RochesterRHIO.org or 877-865-RHIO (7446).