



Referrals and clinical data delivered to your colleagues—as easy as email.

Rochester RHIO DIRECT is a simple, secure tool for clinical communications.

## DIRECT is simple

As part of a national effort to promote improved communications among health care providers in a variety of settings and increased interoperability between systems, DIRECT was created as a new communication standard. DIRECT is being incorporated into electronic health records (EHR) as part of meaningful use requirements. Unlike RHIO Explore, which includes information from many sources, DIRECT is a point-to-point exchange, which allows one care provider to send specific information securely to another care provider.

## Why use DIRECT?

**Send and receive referrals, transitions of care documents, and electronic clinical event notifications securely.**

- **Alerts:** It's simple. Physician practices, home health providers, long-term care facilities and health systems can receive notification whenever their patients are admitted or discharged from any of our regional hospitals or emergency departments, or use EMS services from participating agencies. Alerts are delivered to the practice's DIRECT address (patient consent is required).
- **Referrals:** Provider-to-provider communications are easy and secure with DIRECT. With DIRECT accounts, physicians can securely send referrals, consultation notes or care summaries to other health care providers in our region. The sender will receive a delivery confirmation, and the receiver will be reminded to check their inbox for new messages.
- **Transitions of Care:** DIRECT provides an easy way for care providers in different settings to communicate. DIRECT messages are securely delivered directly to the intended recipient, rather than sitting in a practice's fax queue. Mental health providers can send specially protected information securely. Home care providers can update primary care physicians. And care managers can easily coordinate care for more complex patient situations.
- **Chart Pulls:** Practices can provide the documentation required for "chart pulls" via DIRECT, saving time and cost.



## What is DIRECT?

DIRECT works like secure email and is as easy as sending an electronic fax from within an EHR—with the added advantage that the recipient can file documents directly into a patient's chart as discrete data.



**Rochester RHIO**  
Greater Rochester Regional Health  
Information Organization

[www.RochesterRHIO.org](http://www.RochesterRHIO.org)  
1.877.865.RHIO (7446)

## Rochester RHIO can be your Health Information Service Provider (HISP)

There are many organizations providing DIRECT services, and many EHR vendors provide their own DIRECT services. Some vendors have partnered with a preferred HISP, such as Surescripts, to provide DIRECT services to their customers. As an accredited HISP, Rochester RHIO DIRECT users can send and receive messages from any other Direct Trust accredited HISP.

### DIRECTory

Although there are several vendors providing DIRECT services, there is currently no centralized address book for DIRECT addresses. To help with this challenge, Rochester RHIO's Provider Portal includes a DIRECTory where we share DIRECT addresses for practices in our region. The DIRECTory is a searchable listing of clinicians and staff who participate in the RHIO.

- Search by name, practice, or hospital system
- Find lists of clinicians by practice
- Identify Explore users
- Update your profile



#### Let's get started!

Contact the RHIO Deployment Team at [info@grrhio.org](mailto:info@grrhio.org) or call 1-877-865-7446 for details.

To get started using DIRECT, first check with your EHR vendor to see if it has a preferred HISP. If your vendor does not have a preferred HISP or if you are not using an EHR, the Rochester RHIO can provide this service for you.

### The DIRECTory Provider Portal

| Name                                   | Phone          | Fax | DIRECT                                | Address                                    |
|--|----------------|-----|---------------------------------------|--|
| Anthony Jordan Health Center - Billing | (585) 423-5800 |     | ajhchh@direct.rhio.org                | 82 Holland St., Rochester, New York, 14605 |
| Brown Square Referrals                 | (585) 254-6480 |     | referrals_brownsquare@direct.rhio.org | 322 Lake Ave., Rochester, New York, 14608  |
| Holland Referrals                      | (585) 423-5800 |     | referrals_holland@direct.rhio.org     | 82 Holland St., Rochester, New York, 14605 |

## Rochester RHIO is making it easy for DIRECT users!

- Any Rochester RHIO participant can request a DIRECT address.
- Rochester RHIO's HISP is seamlessly connected to several other HISPs, allowing messages to flow across the region and the state.
- Rochester RHIO DIRECT messaging service now includes a CCD (Continuity of Care Document) Viewer. The CCD Viewer allows users to easily view, print, and save the patient information—no EHR needed.
- We take security seriously. Applicants for DIRECT licenses undergo a user authentication process, including the purchase of a digital certificate for each participant organization (\$100/year per organization). The RHIO does not charge any license fees for DIRECT messaging and does not limit the number of DIRECT addresses an organization can have.



## Get DIRECT today!

To learn more about RHIO DIRECT or other RHIO services, contact:

#### Customer Service:

1.877.865.RHIO (7446)

#### Online Support Request:

[portal.rhio.org](http://portal.rhio.org)

**Email:** [info@grrhio.org](mailto:info@grrhio.org)

