

Florida Health Information Exchange Outreach February 20, 2015



**Florida Health Information Exchange
Coordinating Committee**



2015 Health Information Exchange Outreach Plan

Outreach for the Medicaid Electronic Health Record Incentive (EHR) Program and the Florida Health Information Exchange (Florida HIE) Program are coordinated for better use of resources. Efforts include hosting webinars, attending professional association meetings, electronic mailings, newsletters, teleconferences, and in-person meetings, etc.

The three Florida HIE services offered are:

- Direct Messaging Service (DMS)
- Event Notification Service (ENS)
- Patient Look-Up (PLU)



Direct Messaging Service

Direct Messaging is a service that is used in conjunction with the other HIE services. It was outsourced to Inpriva, a Direct Trust accredited vendor in July 2014 increasing connectivity.

The promotion of this service in 2015 is integrated with outreach for the other Florida HIE services.

Target Audience: Eligible Providers, Eligible Hospitals, Long Term Care Entities



Event Notification Service

The first half of 2015 is focused on providing information and outreach to health plans about opportunities related to ENS. The second half of the year will be a broader outreach to increase the number of data sources and expand health plan participation.

Outreach [video](#)

Target Audience: Florida Licensed Hospitals and Health Plans



Patient Look-Up Service

Outreach efforts for PLU in 2015 include connecting additional hospital systems, but are also expanded to include solutions for smaller hospitals and individual providers.

Large Entities:

- Outreach for direct connections to the FL HIE

Target Audience: Regional HIEs & larger hospitals with HIE connectivity

Small Entities:

- Outreach for connection through other nodes
- Outreach for use of Hybrid PLU solutions

Target Audience: Small to medium hospitals & physician groups

Outreach: [video](#)



Florida HIE Outreach Plan



Any Questions?

