

# Direct Messaging Service Outreach

## November 14, 2014

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**Florida Health Information Exchange  
Coordinating Committee**



# DSM Transition Status

- Florida's Direct Messaging service was outsourced to a Direct Trust accredited vendor July 1, 2014
  - Offers access to national trust bundle for in-state and out of state exchange
  - Florida HIE can assist providers with meaningful use as a receiver of summary of care records
- Initial invoices were sent October 1, 2014
  - Florida HIE sponsors base fees for Patient Look-Up (PLU) and Event Notification Service (ENS) user access to new Direct service



# Direct Messaging Usage

- Direct Messaging metrics will be reported on FHIN website for transferred users and new users going forward
- Transactions have initially decreased with the transition
- Transactions are expected to show growth through exchange with users of other accredited vendors (e.g. Surescripts, Cerner)



# Direct Messaging Outreach

- Outreach to new users supporting PLU nodes or other providers for meaningful use
  - Nursing Homes, Home Health Care Agencies, etc.
- ENS alerts will be delivered by Direct Messaging to subscribing health plans and hospital data sources
- Hybrid PLU users may register for the Direct Messaging service if users do not already have an Direct account



# Direct Messaging Outreach

- Updating of the Florida HIE website
- New outreach materials
  - Focus on improved local and national communication through Direct Trust
  - Attendance at association meetings, video, webinars, etc.
- Integrated approach – highlighting the benefit of combining HIE services



# Direct Messaging

Questions?

