



13<sup>th</sup> Annual WEDI National Conference  
*Building a Better Future:  
Electronic Pathways to Quality Healthcare*

# WEDI's 2004 Strategic Plan

*Ed Jones*

Chair

WEDI Board of Directors

2003-2004

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◆ Welcome

- WEDI's 13<sup>th</sup> Annual National Conference.
- “Building a Better Future: Electronic Pathways to Quality Healthcare.”
- Strategic Plan for 2004, with a focus on WEDI's *4C initiative*.
- HHS Secretary Tommy Thompson's Leadership Summit on May 6, 2004, in Washington, DC.
- Presentation of WEDI awards.
- Invite you to join WEDI on its journey of exploring new administrative and clinical ideas and initiatives in healthcare as they pertain to electronic information exchange and management.



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- ◆ These administrative and clinical ideas and initiatives are the backbone of WEDI's 2004 Strategic Plan.
  - Looking ahead...
    - We need to continue to think about HIPAA Administrative Simplification.
    - We need to think about how clinical information exchange and management technologies will drive administrative business processes in the very near future.
    - We need to think about how administrative and clinical processes *together* lead to achieving efficiencies and cost-effective delivery of healthcare.
    - We need to *think ahead*. We need to exercise *vision!*



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- ◆ What is vision? Developing “Ideas with consequences”...
  - In 1990, WEDI’s founder, Louis W. Sullivan, M.D., then Secretary of HHS and now President Emeritus of Morehouse School of Medicine in Atlanta, GA, had an idea about having government and private industry collaborate on finding more efficient and cost-effective ways to administer healthcare.
  - He created the Workgroup for Electronic Data Interchange (WEDI) to study what impact replacing paper healthcare transactions would have on containing rising healthcare costs.
  - In 2004, WEDI is still here...stronger than ever!
    - Dr. Sullivan serves as a trustee of the WEDI Foundation.

◆ What is vision? Developing “Ideas with consequences” ...

- “The challenge is to slow the rate of growth in health care costs, while assuring access.... Technology will provide the foundation for aligning interests & promoting innovation.”

-- Leonard D. Schaeffer, Chairman and CEO, WellPoint Health Networks Inc., Remarks as recipient of WEDI’s 2003 Louis W. Sullivan Award, Crystal City, VA, May 21, 2003.



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◆ What is vision? Developing “Ideas with consequences” ...

- Secretary Thompson’s federal government clinical initiatives that will drive administrative efficiencies in healthcare in years ahead.
  - “Yes, if” instead of “No, because.”
  - National Health Information Infrastructure (NHII).
  - Consolidated Health Informatics (CHI). 15 new standards.
  - HL7 draft standard: electronic health record (EHR).
  - Licensure of Systematized Nomenclature of Medicine-Clinical Terms (SNOMED-CT). <http://umlsinfo.nlm.nih.gov>.
  - National Health Information Technology Coordinator, Dr. David Brailer.
  - ePrescription initiative in Medicare Modernization Act.



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- ◆ What is vision? Developing “Ideas with consequences”...
  - The Work of WEDI’s Award Recipients.



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## ◆ 2004 Strategic Plan

### – WEDI's Core Purpose.

- Improve the quality of healthcare through effective and efficient information exchange and management.

### – WEDI's Mission.

- Provide leadership and guidance to the healthcare industry on how to use and leverage the industry's collective knowledge, expertise, and information resources to improve the quality of healthcare.



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◆ WEDI's Five Strategic Objectives for 2004



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◆ *Strengthening WEDI's image and brand in the healthcare community.*

- Advising HHS and NCVHS.
- Continuing to engage WEDI's SNIP initiative *voluntary* workforce to address challenges and barriers to implementation of HIPAA Administrative Simplification.
- Building strategic partnerships to enhance our effectiveness.
- Expanding our member and *customer* bases.
- Enhancing WEDI benefits for *members*.
- Attracting new members.



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- ◆ *Establish strategic partnerships and collaborations with entities that will strengthen WEDI's attainment of mission.*
  - URAC/NIST/WEDI: security issues.
  - eHealth Initiative: clinical issues.
  - HL7, HIMSS, AHIMA: electronic health record.
  - Regional SNIP Affiliates (RSA): symbiosis!
    - Need to reinvent relationship and look to future!
  - Foundations: information management and exchange.
  - Academic medical centers, practitioners, corporations, foundations, government: Rural Healthcare Initiative.



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◆ *Implement WEDI Foundation's Rural Healthcare Initiative.*

- Product launch vehicle for WEDI Foundation.
- Pilot design to be undertaken in state of Georgia.
- Give electronic tools to rural providers in situ and practitioners coming from the classroom.
- Provide connectivity for electronic management and exchange of healthcare information in rural and underserved communities.
- Lessons learned.



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- ◆ *Establish WEDI's SNIP initiative as the resource for education and outreach in support of enhancing HIPAA Administrative Simplification standards implementation and compliance.*
  - Continue healthcare industry leadership!



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- ◆ *Using WEDI's SNIP initiative template as a model for providing healthcare industry leadership, start new WEDI initiative, tentatively called 4C, that focuses industry attention on looking ahead to adoption of both HIPAA Administrative Simplification and ~HIPAA electronic applications that foster connectivity, efficiency, and productivity in healthcare.*



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◆ Initiative 4C

- Acronym for *foresee*.
- Focus on
  - Connectivity between healthcare practitioners.
  - Communication between practitioners and patients.
  - Commerce flows.
  - Clinical processes.
- Chaired by WEDI Chair-Elect
- Two big questions to address within WEDI's mission scope...
  - How do we integrate administrative and clinical workflows and systems?
  - What are costly steps that we can eliminate while achieving same or greater value?



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◆ WEDI's 4C Initiative

– Vision

- WEDI's vision is to have integrated electronic clinical and administrative information management and transaction systems throughout the health care industry which continuously improve the quality, safety, cost-effectiveness, and efficiency of healthcare delivery.

– Mission

- The Strategic Initiatives Workgroup's Mission is to foster the integration of electronic clinical and administrative information management and transaction systems in the health care industry.



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◆ WEDI's 4C Initiative

- WEDI will accomplish its mission through an open national forum, its education and outreach programs, and participation in strategic partnerships, by supporting five objectives:
  - Development by the healthcare industry of clinical data content, electronic health record (EHR), secure information infrastructure, and interoperability standards that will lead to affordable and common efficient clinical and administrative workflow processes and transactions for providers and payers.



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- Adoption by providers of clinical data content, EHR, and interoperability standards that will lead to affordable, efficient, and secure interchange of medical information.
- Adoption by health plans of common, minimal data content standards that are sufficient for adjudicating administrative transactions initiated by providers.
- Articulation of easily understandable benefits and returns on investment (ROI) to vendors of electronic clinical, administrative, and interoperability systems as incentives for fostering integration, innovation, openness, and availability of such systems.
- Articulation of easily understandable benefits and returns on investment (ROI) to providers, health plans, and consumers of healthcare services as incentives for adoption of clinical, administrative, and interoperability standards.



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- ◆ Secretary Thompson's May 6, 2004, Healthcare Leadership Summit.
  - “Yes, if” instead of “No, because.”
  - “Action today.”
  - “120 day plan.”
  - “True confessions.”
  - WEDI's Role
    - Internet Security Policy needs to be addressed with “action today.”
    - Analysis of incentives for presentation to NCVHS.



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- Where will we be in 120 days?
- Where will we be in five (5) years?
  - Consolidation of health plans and payers.
  - New types of health plans (e.g., HRA, HSA, ...).
  - New payment vehicles (e.g., debit cards).
  - Consumer- and patient-centric healthcare.
  - Integrated *administrative* and *clinical* technologies.
  - New workflow processes and procedures.
  - ...



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◆ WEDI Membership...

- WEDI exists to serve its membership and its *customers* in the healthcare community at large. If you are not a member, ask any of the WEDI staff about membership and the benefits of membership.
- Whatever your level of participation in WEDI, we want to ensure that you optimize your return on investment.
- Contact me, Mark McLaughlin, Jim Schuping, or any WEDI staff member, Ann Marie, Lisa, or Patti, with your ideas on how we can serve you better.

- ◆ “It is not information technology itself that matters, but how you use it....  
Standardization and commoditization of a technology don’t always mean that innovation stops. Once products become commodities, they can serve as components for further innovation.”
  - Hal R. Varian, “IT may or may not matter; it depends on how you use IT.” NYT, May 6, 2004, p.C2.



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◆ Thanks for listening. Enjoy the Conference. Now lets present the WEDI awards.

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