

# **MASSACHUSETTS eHEALTH COLLABORATIVE**

**November 2006**



# SOME FUNCTIONAL QUESTIONS



## *Vision*

What's your vision, and how broad is it?

- The less money you have, the more consensus you need

---



## *Strategy*

How much variation are you willing to (or do you have to) tolerate? Do you care most about scope, quality, or time?

- Move a lot of people a foot, or fewer people a mile

How much money do you have? Do you have (or need) a revenue model?

- There are no “non-return” investors

---

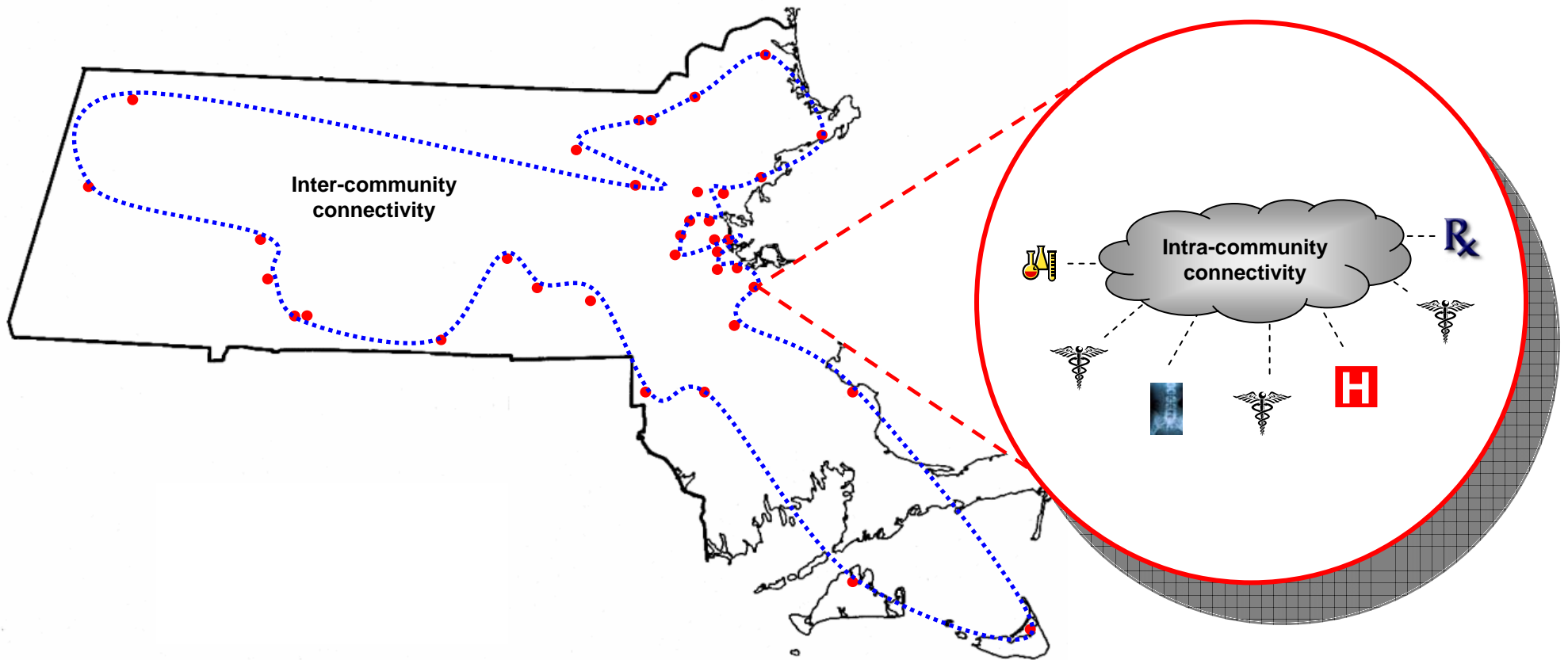


## *Organization*

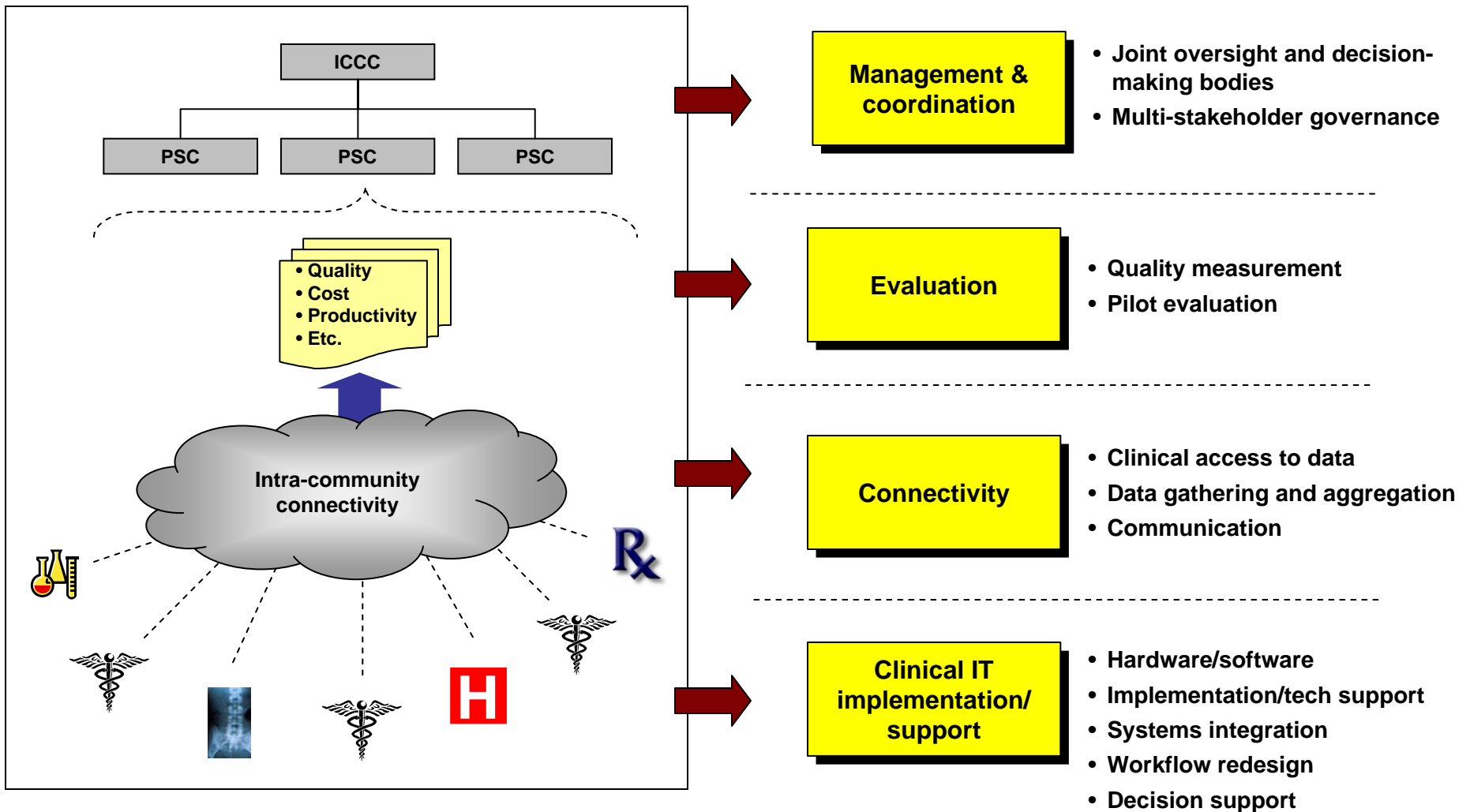
How big an organization are you willing (and able) to create and manage?  
Where are you going to find the people?

- Your stakeholders may quickly become your competitors

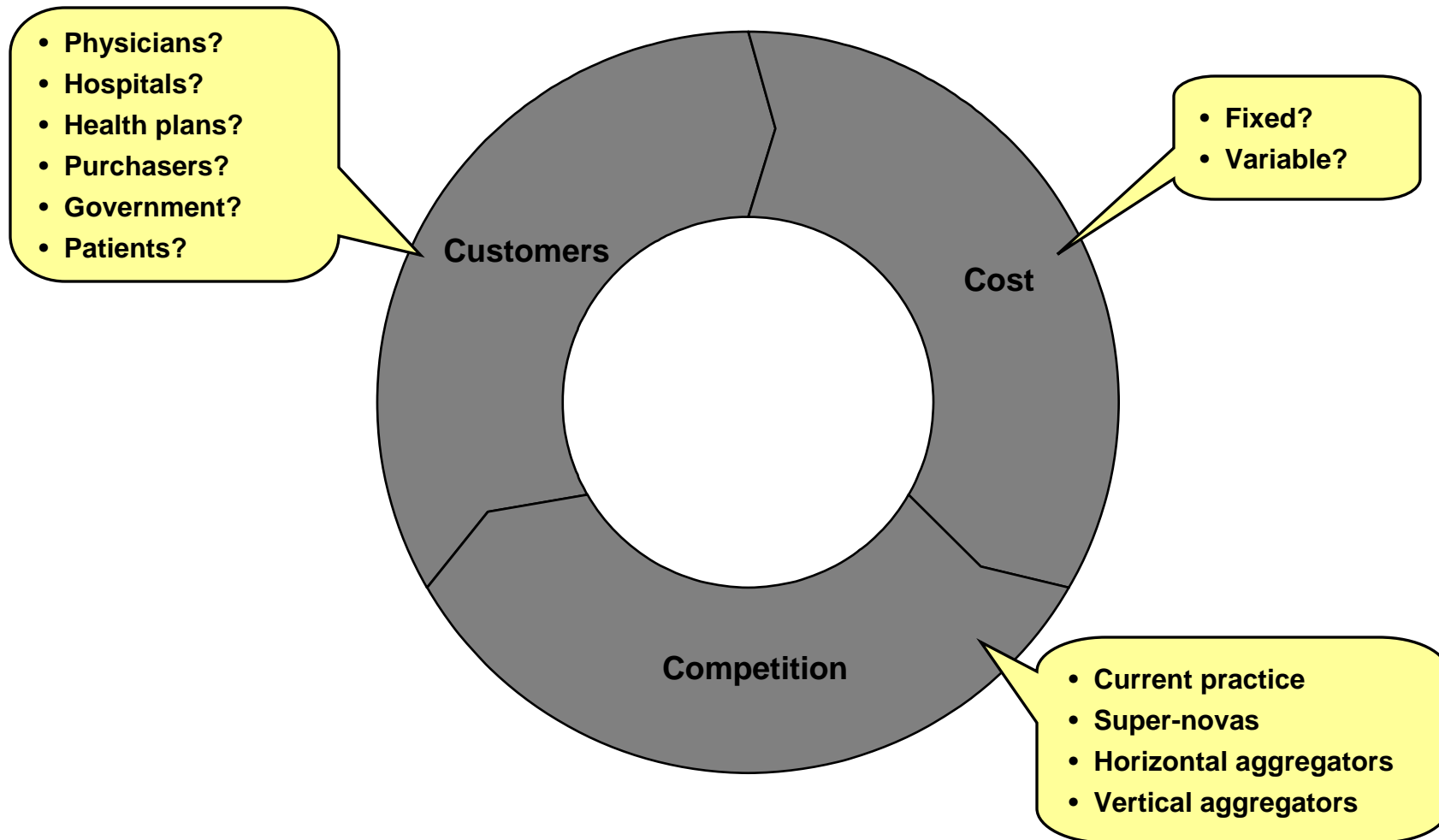
# WHERE ARE THE CUSTOMERS?



# PILOT PROJECT ACTIVITIES



# BASIC BUSINESS SUSTAINABILITY PRINCIPLES

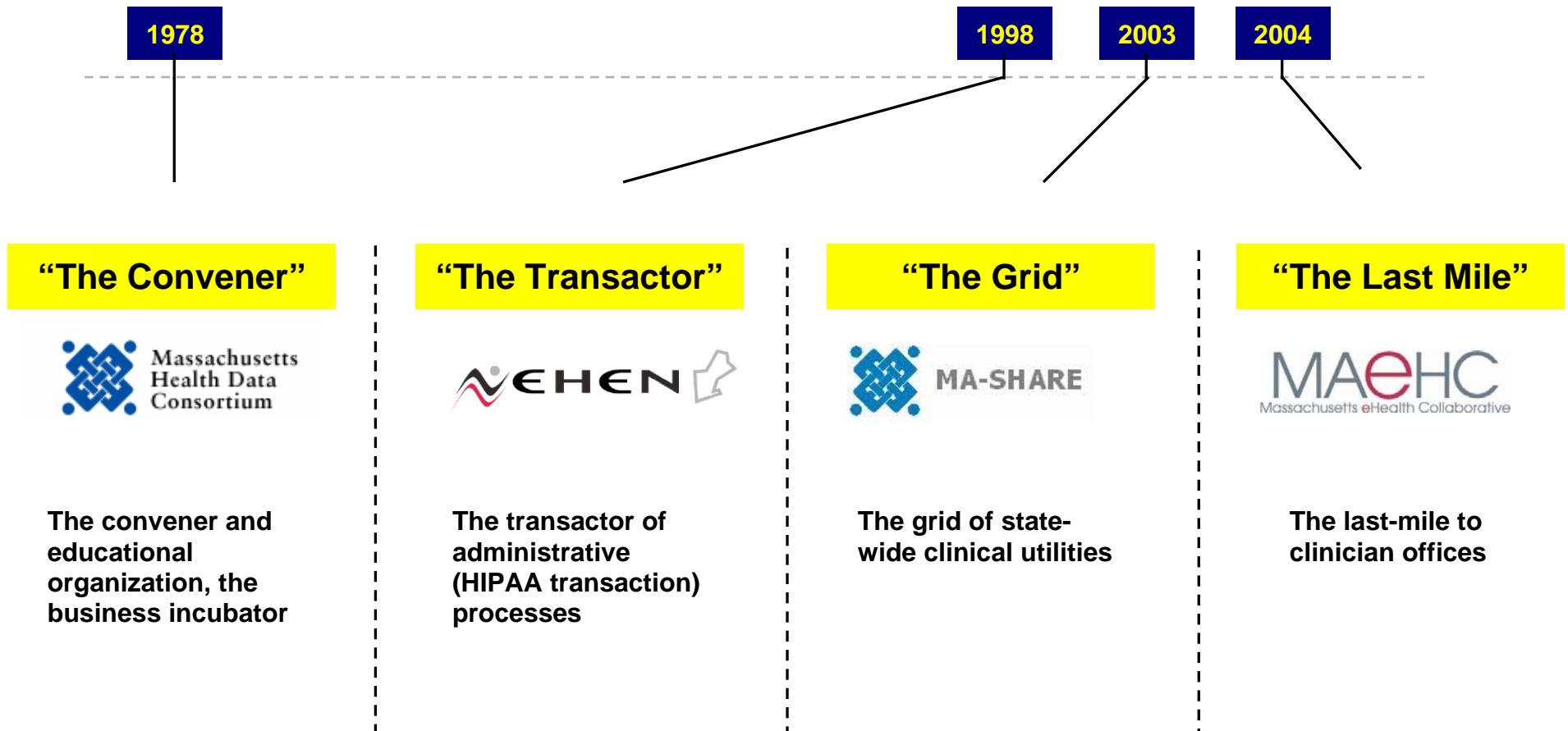


**It's only worth what someone is willing to pay for it**

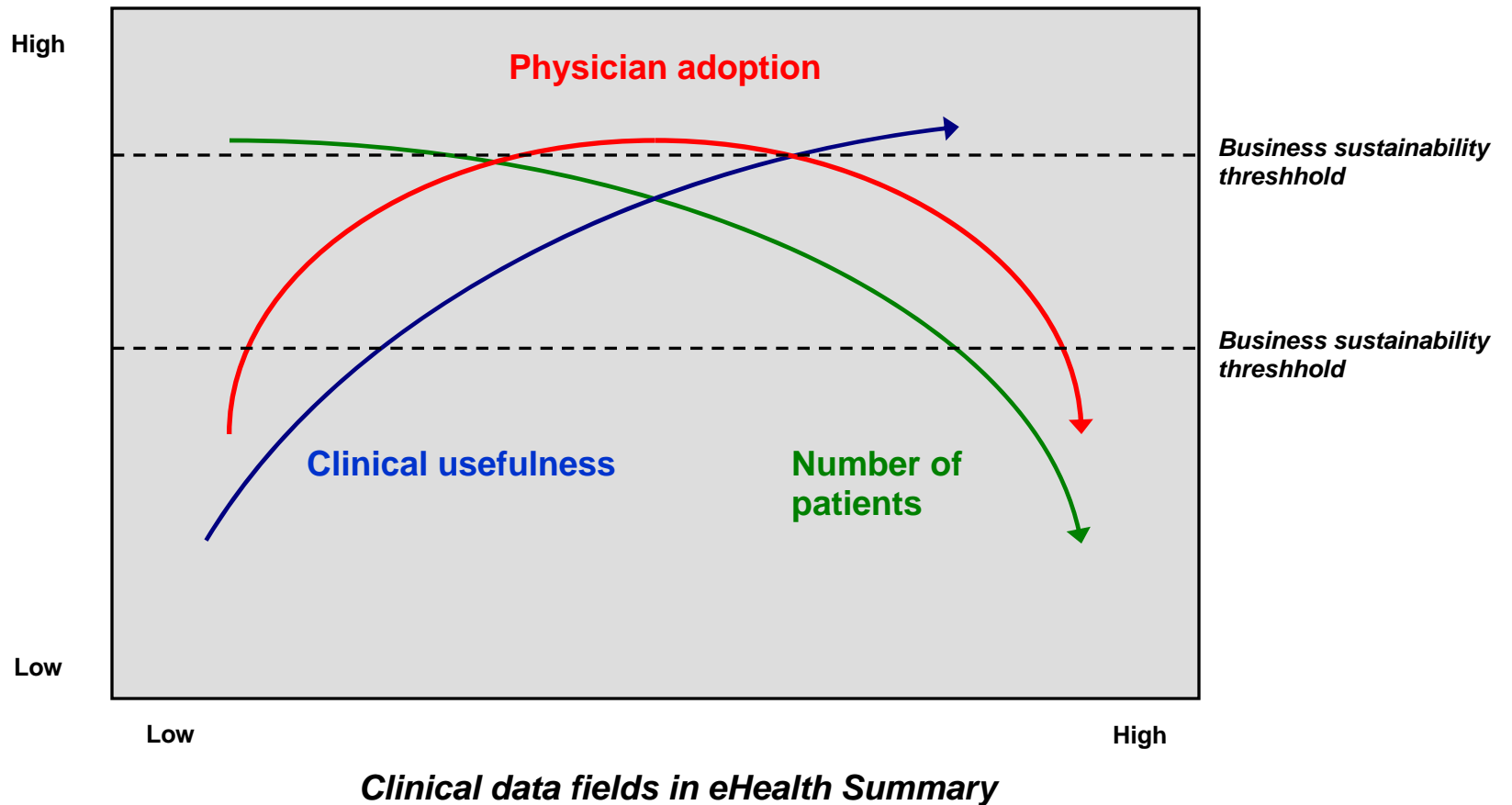
# TAXONOMY

	The Convener	The Orchestrator	The Market Maker	The Technology Provider
<i>Description</i>	<ul style="list-style-type: none"> <li>• Trusted convener of key stakeholders</li> <li>• Incubator for initiatives and collaborative activities</li> </ul>	<ul style="list-style-type: none"> <li>• Vision creation</li> <li>• Capacity-builder:               <ul style="list-style-type: none"> <li>- funding</li> <li>- info &amp; tools</li> <li>- consulting</li> </ul> </li> <li>• Cheerleader</li> </ul>	<ul style="list-style-type: none"> <li>• Seed funding for market “gaps”               <ul style="list-style-type: none"> <li>- technical standards</li> <li>- privacy policies</li> <li>- security policies</li> </ul> </li> <li>• Business owner:               <ul style="list-style-type: none"> <li>- HIE</li> <li>- EHR</li> <li>- quality data warehouse</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Technical authority</li> <li>• Technology creator and/or owners               <ul style="list-style-type: none"> <li>- HIE</li> <li>- EHR</li> <li>- quality data warehouse</li> </ul> </li> </ul>
<i>Key success factors</i>	<ul style="list-style-type: none"> <li>• Trust</li> <li>• Convening “permission”</li> </ul>	<ul style="list-style-type: none"> <li>• Charismatic leader</li> <li>• Leveraged organization</li> <li>• Driving consistent vision</li> <li>• Funding</li> </ul>	<ul style="list-style-type: none"> <li>• Business leader</li> <li>• Technical expertise</li> <li>• Very focused vision</li> <li>• Access to capital</li> <li>• Revenue model</li> </ul>	<ul style="list-style-type: none"> <li>• Business and technical leader</li> <li>• Access to capital</li> <li>• Revenue model</li> </ul>
<i>Main risks</i>	<ul style="list-style-type: none"> <li>• Takes long time to establish role</li> </ul>	<ul style="list-style-type: none"> <li>• Depending on others’ successes</li> <li>• Not investing to scale</li> </ul>	<ul style="list-style-type: none"> <li>• No revenue from funding market failures</li> <li>• Business ownership risks</li> </ul>	<ul style="list-style-type: none"> <li>• Competition</li> <li>• Need first mover advantage</li> <li>• Business ownership risks</li> </ul>
<i>Example</i>	<ul style="list-style-type: none"> <li>• MHDC</li> <li>• RQI?</li> </ul>	<ul style="list-style-type: none"> <li>• HEAL-NY</li> <li>• MA-SHARE/MAeHC</li> <li>• eHI</li> </ul>	<ul style="list-style-type: none"> <li>• MA-SHARE/MAeHC</li> <li>• CalRHIO</li> <li>• IHIE</li> <li>• State of RI</li> </ul>	<ul style="list-style-type: none"> <li>• IHIE/Regenstrief</li> <li>• MA-SHARE</li> <li>• NEHEN</li> </ul>

# MASSACHUSETTS COMMUNITY OF E-HEALTH ORGANIZATIONS



# DRIVERS OF BUSINESS SUSTAINABILITY



Structured, codified data → Unstructured, text

Labs   Medications   Problems   Allergies   Medical/family history   Notes