



Communication Plan for Primary User Input

Setting the stage for
building a national model
of Health Information
Exchange

Marketing Objectives

- Brand the WVHIN

Creating the positive perception that the WVHIN's ultimate service is improving patient care by delivering data when and where it is needed to benefit both providers and consumers.

Marketing Objectives

- Brand the WVHIN

Packaging all communications to create the conviction that the WVHIN is the umbrella leadership organization that will facilitate electronic health information transfer, both intra- and interstate, in a secure and private manner.

Business Objectives

- To develop a hierarchy of services driven by the needs of the primary users to improve patient care
- To develop a demand for the services of the WVHIN
- To develop optimal capacity among primary users to access the WVHIN

Key Messages

- WVHIN wants active physician and hospital involvement with building the network.
- WVHIN will provide real and measurable ROI for the provider community
- Physician and provider needs are the primary customer focus of the WVHIN service build out

WVHIN User Community

- Physicians
- Hospitals
- Primary Care Centers
- Other Care Facilities
- Commercial & Reference Labs
- Pharmacies
- RNs and PAs
- Payors
- Employers & Consumers



Initial Target Audiences

Physician Community

Hospital Community

Commercial & Reference

Lab Services

Physician Messaging

- WVHIN will provide real and measurable ROI, and WVHIN `s customer orientation will be driven by physician and provider needs.
 - Messengers re: HIE practice benefits
 - WV "champions" quotes
 - HealthBridge user quotes
 - Delaware Health Information Network user quotes

Physician Messaging cont.

- Vehicles

WVSMA

Journal print & on-line editions

Web site messages

presence at meetings, conferences

MD News – ad & editorial copy

WV Academy of Family Physicians – Web site
& meetings

WV Society of Osteopathic Medicine - TBD

Physician Messaging cont.

- Vehicles

Med Students

WVU

E-News online

Marshall

Web site

Osteopathic School

Web site

Physician Messaging cont

- WVHIN wants active physician involvement with building the network.

Interviews with a critical mass of physicians across the state

-frame the discussion using examples of service menus & costs from HIEs that are providing measurable ROI

-menu of services survey to be completed at interviews

Hospital Messaging

- WVHIN will provide real and measurable ROI, and WVHIN `s customer orientation will be driven by physician and hospital needs.

Messengers re: HIE hospital benefits

WV "champions" quotes

HealthBridge user quotes

Delaware Health Information Network user quotes

Hospital Messaging cont.

- Vehicles

- WVHA

- CEO Bulletin, *FOCUS* magazine
meetings & conferences, Web
programs

- American Health Information Management Assoc.
 - Healthcare Information Management Systems Society
 - Healthcare Financial Management Assoc.
 - WV Society of Health Systems Pharmacists

Hospital Messaging cont.

- WVHIN wants active hospital involvement with building the network.

Interviews with a critical mass of hospitals across the state

-frame the discussion using examples of service menus & costs from HIEs that are providing measurable ROI

-menu of services survey to be completed at interviews

Primary Care Centers Messaging

- Vehicles

WV Primary Care Association

Community Health Network of WV

Bureau of Public Health

Meetings, Web site placements, in-person interviews

Cost Estimates

- Meeting support
exhibit booth
information/take-
aways

- Design costs
\$8000.00
\$7000.00

- exhibitor fees
break support

- \$4500.00
\$5000.00

Cost Estimates cont.

- Print Placement

WVSMA

WVHA

MD News

- Design Costs

\$5000.00

- Placement fees

\$6000.00

Cost Estimates cont.

- Web Support
 - Web casts
 - connector buttons to WVHIN site
 - site fees
- Design costs
 - \$4000.00
 - \$ 500.00
 - \$1000.00

Cost Estimates cont.

- Small Group and In-person interviews

- promotion \$14,500.00
- meeting support

- consensus building expert \$12,000.00

Cost Estimate Totals

• Meeting Support	\$24,500.00
• Print	\$11,000.00
• Web Sites	\$ 5,500.00
• Small Group Interviews	\$ 26,500.00
TOTAL	\$ 67,500.00

Staff time and travel are not included.

Physician Symposium

- Content Objectives
 - To present, “test” and summarize Stage One data in relation to the WVHIN Business Plan
 - To explain Phase 1 roll-out
 - To build on coalescing the primary user community
 - To increase knowledge base on HIE

Physician Symposium cont.

- Logistics
 - Summer 2008
 - Stonewall Jackson Resort
 - Sunday afternoon – Monday
 - Collaborative Planning Committee
 - Minimal Attendance Fees
 - CE hours

Physician Symposium cont.

- Facility costs • \$12,000.00
- Expert Presenters
7 @ \$2,000. each • \$14,000.00
- Event Promotion • \$ 8,000.00
- **TOTAL** • **\$34,000.00**

Educational Survey

- a retrospective on RHIOS that have failed
- an analysis of HIEs that are functioning & look sustainable
- the Gartner Report
- an analysis of pros & cons of buy vs. build
- Delaware Health Information Network
- structure & contents of an HIE business plan
- update from a national eHealth Initiative spokesperson

Educational survey cont.

- Seven Proposed
Expert Presenters

\$3000.00 each

\$21,000.00

Sessions can be open to all interested
persons, including web casting.

Ancillary Marketing

- WVHIN Web site redesign
 - New logo & ID package
 - **Total**
- \$5,000.00
 - Agency \$4,000.00
 - Print \$1,200.00
 - **\$10,200.00**

Budget Summary

- Messaging • \$67,500.00
- Symposium • \$34,000.00
- Educational Sessions • \$21,000.00
- Ancillary • \$10,200.00
- **TOTAL** • **\$132,700.00**

vision

- “Somewhere in this state there is a doctor seeing a patient today and treating that person without adequate information. Could be my wife, my daughter...Changing that through the DHIN is what keeps me going (as we build the network.)”

- Bob Hennessy, LabCorp, Delaware