

RI Regional Extension Center Marketplace Model

The Rhode Island Quality Institute (RIQI) is establishing the Rhode Island Regional Extension Center (REC). RIQI's operating model for the REC fundamentally is that of a "regulated" marketplace for identifying, selecting, and deploying electronic health records (EHRs). In the REC marketplace, buyers find sellers, compare the relative merits of offerings through a structured framework, and use standardized tools and services for effective implementation. The framework is based on RIQI's identification of qualified EHR vendors and technology service consultants who are willing to provide a common set-up process within ongoing operational cycles. The REC's streamlined processes and management oversight will reduce the risk of failed installations and will shorten the total EHR adoption lifecycle. REC's services foster rapid identification, selection, and deployment of EHRs.

The REC will outreach to the physician community through a variety of media and direct physician office visits. An advertising campaign will be initiated to ensure that physicians are aware of the support services that the REC will offer. If a physician decides to join the REC, the client will be shepherded through a standard lifecycle by a dedicated process manager. Physicians will receive individualized assistance in making a decision about whether or not to adopt an EHR. A tool for performing a cost/benefit analysis for each practice will be offered. The REC will arrange for physicians to visit practices that have successfully implemented an EHR in order to see first-hand how the use of an EHR translates into workflows and daily activities. DocEHRTalk.org will be used to share educational materials and enable a forum for physicians to share their EHR experiences and to ask questions of one another.

Upon deciding to adopt an EHR, physicians will be invited to REC vendor fairs to assist them with the selection process. A standardized Request for Proposal tool will be offered in an easy-to-use format so physicians can do apple-to-apple comparisons and evaluate alternatives for the best selection. Physicians will decide which vendor(s) and consultant(s) they want to work with, and contract with them directly. The REC will assist physicians throughout the purchase and due diligence process, and monitor the work as it proceeds. The REC will serve as an advocate for its physician clients to ensure successful deployment and meaningful use of EHRs.

Vendor and Consultant Participants

EHR implementation within the physician's office will be carried out by EHR vendors and technology service consultants, who are qualified to participate in the REC. The REC is conducting research and analysis of EHR products and services that are available to physicians today. Vendor and consultant capabilities will be identified initially through completion of the Request for Information form that is linked in the attached memo. The REC will publish a set of standardized deliverables expected from the vendors and consultants. Vendors and consultants who participate in the REC will be required to align with the REC operating model, including offering discounts to REC clients. Interested vendors and consultants will be invited to attend REC Participant informational meetings to be scheduled. Vendors and consultants will then be asked to complete the following steps:

- Complete an application to participate – The application will include a high-level project plan, standard pricing and structure, qualitative overview of practice, and delivery performance.

- Negotiate group purchase pricing – The pricing model will include standard and optional services and competitive discount pricing and custom pricing options.
- Sign an agreement with the REC – The agreement will be a contract between the REC and the vendor/consultant that requires the vendor/consultant to comply with the operational procedures of the REC (e.g., status updates, reporting, standard milestones, and performance measurements), offer standard services, participate in group purchasing program (e.g., preferred pricing), use standard client contracts, participate in REC marketing and tools (e.g., vendor fairs, collateral, comparative vendor profiles), disclose REC-driven performance statistics, participate in a centralized bid process, agree not to compete if not selected by a client, support and cooperate with the independent verification and validation process, and maintain client confidentiality.
- Integrate within the REC materials and management processes – Materials include collateral, guidebooks and case studies, comparative vendor profiles, management metrics, and processes.

Upon being identified as REC Participants, vendors and consultants will be involved in the following operational steps:

- Participate in REC Vendor Fairs (EHR Vendors only) – The REC Vendor Fairs will be an opportunity for physician clients to view all qualified REC vendors and products, and for REC vendors to showcase their products and services.
- Bid on physician client’s RFPs – The bidding process will include standard services and pricing and optional services with custom pricing.
- Sign standard contracts with clients – The contract between the physician and vendor/consultant will be a REC standard contract.
- Perform design activities and produce design deliverables
(EHR Vendors only) – Design work includes creation of system deployment plan, coordination with virtual team of vendors, and status reports to the REC process manager.
(EHR Consultants only) – Design work includes the creation of an implementation plan, coordination with virtual teams of vendors, creation of a meaningful use strategy document, creation of an HIE integration strategy document, documentation of new workflows and procedures, creation of a conversion plan, documentation of configuration choices, and status reports to the REC process manager.
- Perform deployment activities and produce deployment deliverables
(EHR Vendors only) – Deployment work includes installation and configuration of the application, migration of data per the conversion plan, coordination with virtual teams of vendors, addressing issues raised during testing, setting up user accounts, and status reports to the REC process manager
(EHR Consultant only) – Deployment work includes coordination with virtual teams of vendors, creation of a test plan, tracking installation and configuration work, tracking conversion work, test plan execution, creation of system support instructions, system and process launch, confirmation of preparedness for meaningful use document, and status reports to the REC process manager.

Throughout the EHR adoption lifecycle, REC vendors and consultants will also be asked to be involved in Participant Committee meetings to support the REC’s cyclical management processes, and to provide performance metrics and reports.