



Health Network Portals

“Energizing healthcare provider networks”

Dougherty Management Associates, Inc.

August 29, 2001



Enterprise Portals

■ **Portals Defined:**

- **Information, application and enterprise portals**
- **Links to multiple external and internal sources of data and applications**
- **“Desktop” for the internet**

■ **Enterprise Portal Business Model**

- **Key part of the business strategy**
- **Increasingly important for commercial success**



*History of Portals: Generations **

- **First: Content and information**
- **Second: Access to other web resources - search technology**
- **Third: Enterprise portals - Increasing use of analysis tools and security features within corporations - Data warehouse, XML**
- **Fourth: Broad range of applications available from multiple vendors within a secure intra/extra-net environment**

** R. Kelley Rainer*





Existing Health Portals

- **Health Central, OnHealth, WebMD, Dr. Koop, IntelliHealth**
- **Most current portals designed to distribute content and products to consumers or marketed to individual physicians**
- **Major restructuring, bankruptcy and mergers among health and wellness portal providers**
- **New web-based claims payment applications emerging for commercial HMOs and insurance**





Health Network Portals

- **An enterprise portal designed for health service networks, using new and existing web-based content and applications**
- **Combine consumer (G2C) and provider (G2B) functionality in applications - e.g. Geo Mapping, Contracting, Collaboration tools**
- **Health networks are a natural business community, ideal for internet applications**
- **Build on existing statewide, G2C and G2B portal initiatives or collaborate across states to minimize costs**





Current State Portal Initiatives

- **FirstGov - Federal portal**
- **California - MyCalifornia**
- **Massachusetts - MassGov**
- **Florida, New York, Montana and many more**
- **Initial applications include procurement, licenses, taxes, form distribution, commerce, benefit eligibility, etc.**
- **Health and human services are the next wave**





Portal Benefits

- **Provide a focus for purchaser, provider and consumer communication.**
- **Ensure timely and cost effective communication**
- **Provide greater consumer access to information about health care providers**
- **Enhance the community in healthcare networks**
- **Provide a secure file exchange and storage environment**
- **Provide technology to emerging consumer to consumer support groups for chronic conditions**



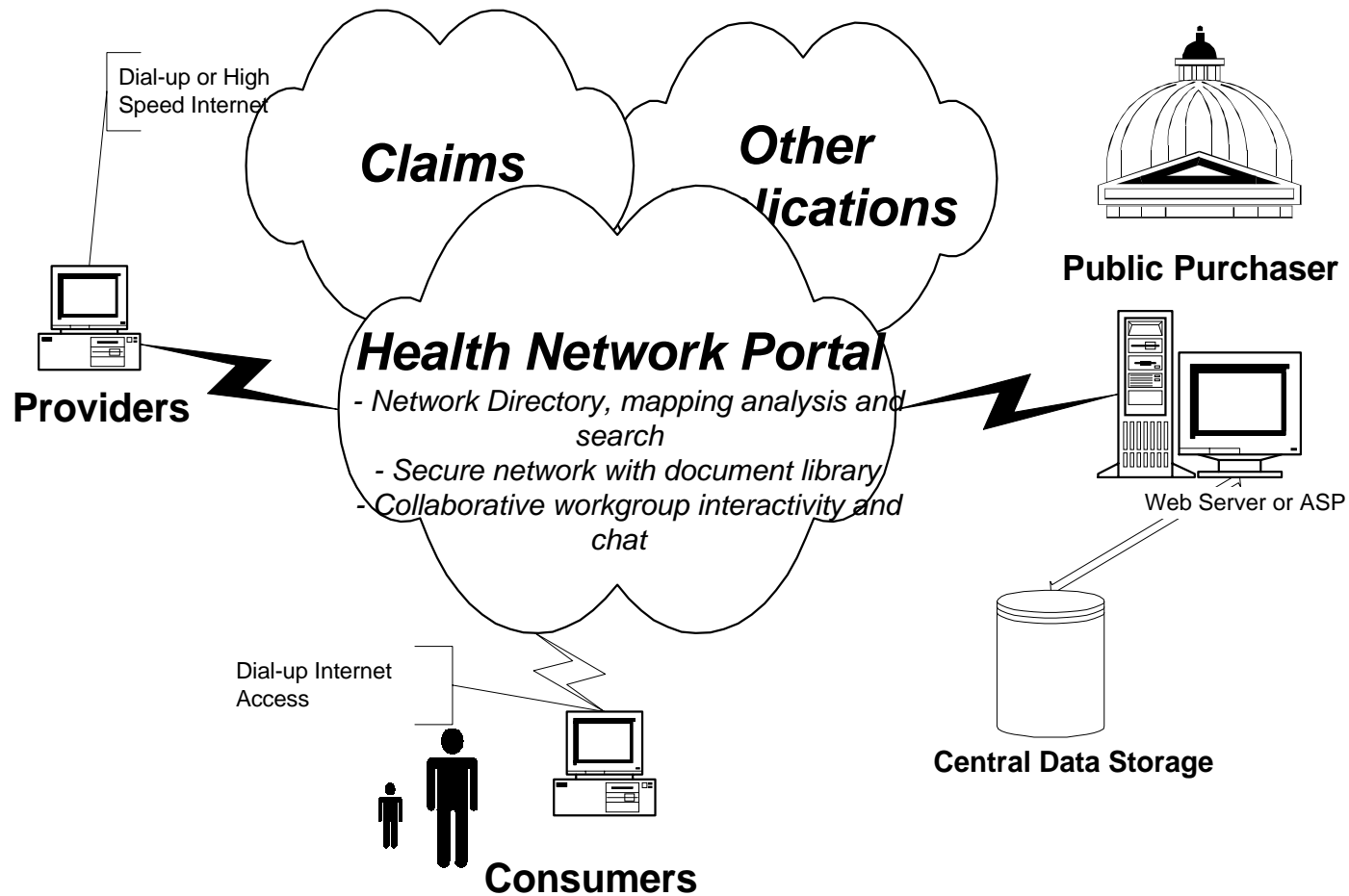
Portal Requirements and Suppliers

- **Requirements: Content management; personalization; security; search; application and data integration; unified graphics; collaboration**
- **Content Management and portal vendors: BroadVision; Viador; Vignette; Open Markets; Interwoven, Covia, etc.**
- **Geo-Mapping: Geo-Access; ESRI; Geo-Health**
- **Collaboration: Open source applications - e.g. chat & bulletin boards; WebEx, Groove**



Portal Business Model

Health Network Enterprise Portal

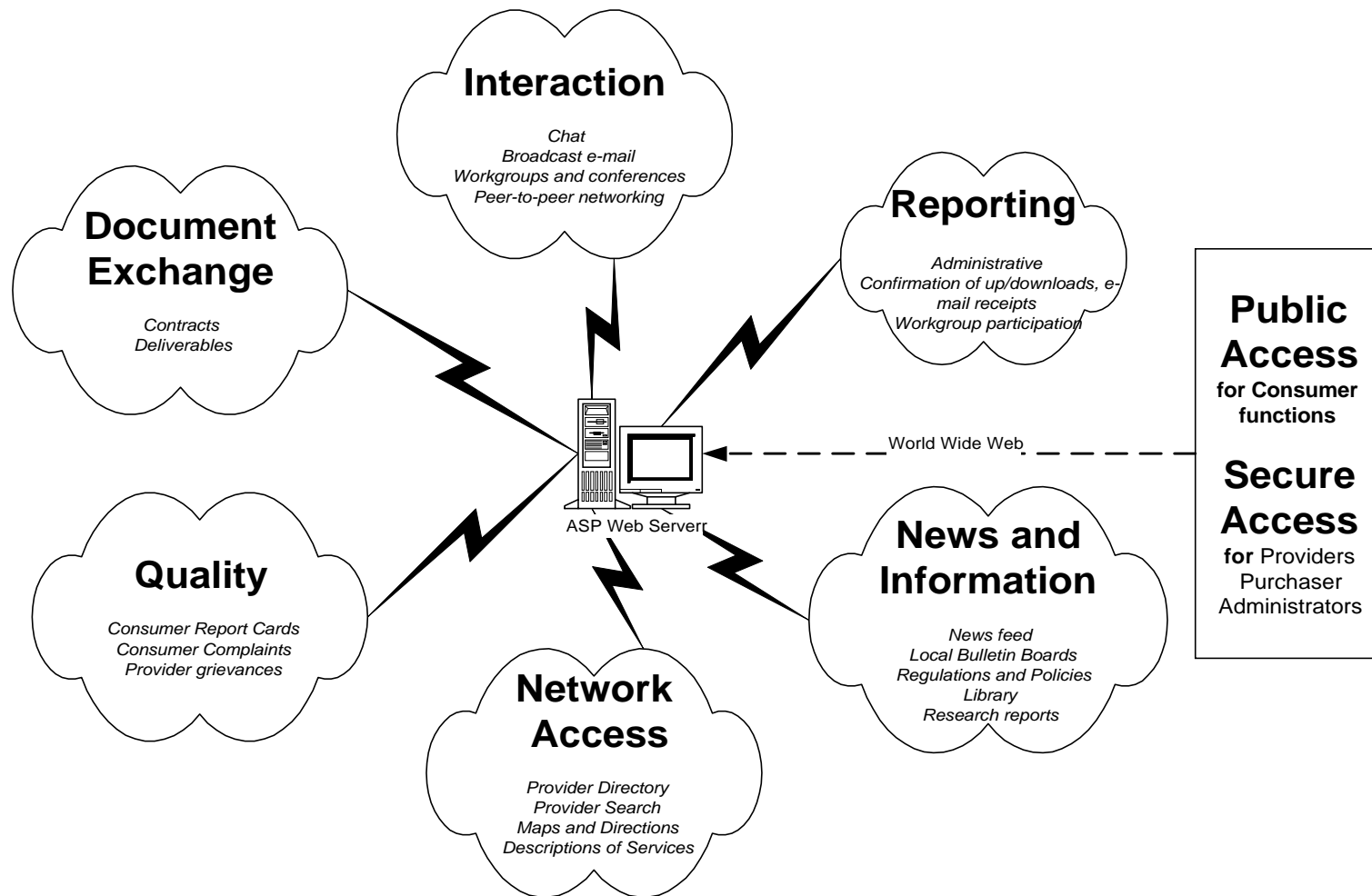


Health Network Portal Features

- **News content and web links**
- **Document library and monthly provider reporting using secure “file cabinets”**
- **Interactive workspace for chat, messaging, threaded discussion groups, bulletin boards and peer-to-peer**
- **Capability of supporting consumer complaints, grievances, quality reporting and surveys**
- **Documentation of and reporting on all secure network activity - uploads, downloads, views, etc.**
- **On-line provider directory with geo-mapping and access analysis**



Network Portal Functionality



Security first

- Combines secure portal for purchasers and providers with public access for consumers
- All network communication can be within a HIPAA compliant portal
- Secure document exchange and messaging can resolve some HIPAA issues for communication related to clients
- Can be expanded to permit provider to provider referrals





Collaborative computing

- **The latest collaborative computing technologies promise to transform the way we work much as phone, fax and e-mail technology has in the past**
- **Health care networks provide an ideal platform for collaboration in peer to peer and server-based secure environments. Portals can combine these features**
- **Public health networks require more communication than private health plans enhancing the value of collaborative functions and increasing the appeal of these applications to the market**
- **Groove's peer to peer technology may be the wave of the future for project collaboration**





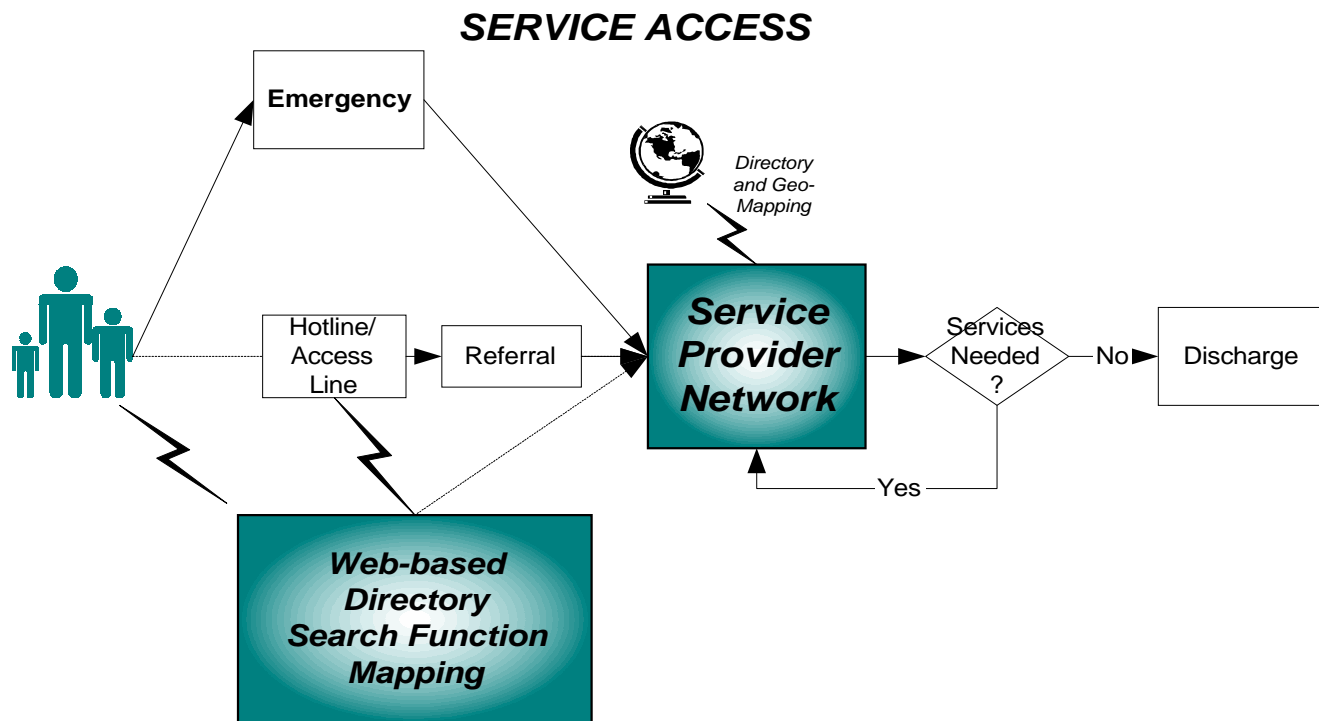
Provider E-community

- **Network portals can provide on-line tools for building a provider e-community, including chat, messaging, threaded discussion groups, bulletin boards, secure work groups with meeting tools and document exchange, and conferencing capabilities.**
- **Consumers and other stakeholders benefit from web based access to network information**
- **Applications can facilitate peer support, training and technical assistance for widely dispersed provider groups - physicians, therapists, independent practices.**



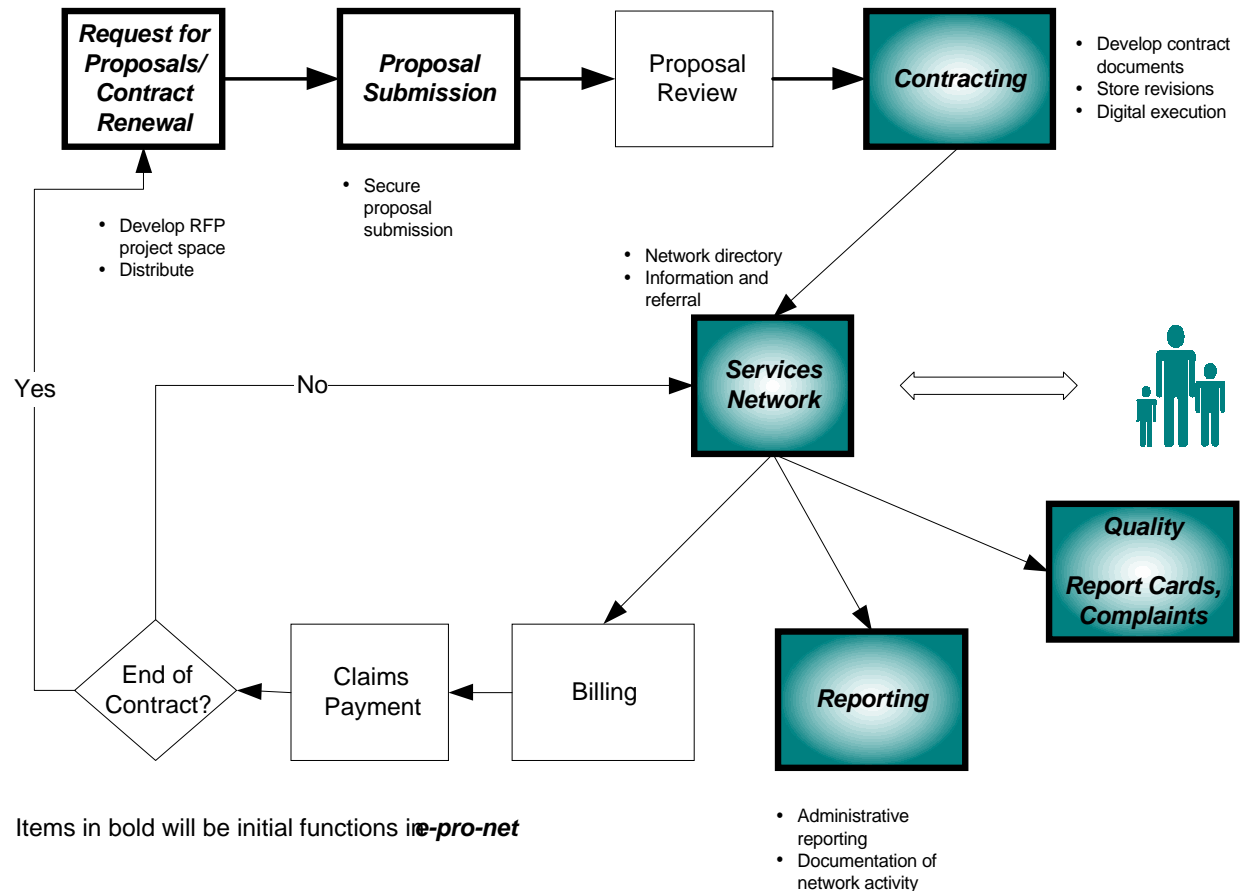
Consumer Access to Providers

Network portals facilitate consumer access through on-line searches for providers, real-time provider directories, search and mapping functions for consumers and others



Provider Network Management

Network portals can enable and provide cost effective applications for contracting, network documentation, quality related functions and reporting





Conclusion

- **Portals will be the wave of the future**
- **Integrators will increasingly sell packaged solutions, not custom jobs**
- **Medicaid market is ideal for joint purchasing**
- **State Medicaid agencies should partner with other state human service agencies for cost effective solutions**
- **ASP model reduces up front costs and minimizes technical staffing requirements**

