

# Arizona HIT Extension Center

Melissa Rutala, MPH  
Director, Arizona HIT Extension Center  
Arizona Health-e Connection

[www.azhec.org](http://www.azhec.org)

# Arizona HIT Extension Center Overview



- Grant Recipient
  - Arizona Health-e Connection
- Organization Background
  - Statewide non-profit leading Arizona's establishment of health information infrastructure (HII), including adoption of EHRs and HIE.
- Key Subrecipients
  - Health Services Advisory Group (HSAG)
  - Purchasing & Assistance Collaborative for EHRs (PACeHR)
  - Arizona State University Department of Biomedical Informatics (ASU-BMI)

# Arizona HIT Extension Center Target & Value

- Provider Target
  - 2,010 PPCPs to Meaningful Use by April 2012
- Mission / Value Statement
  - To create a trusted, neutral entity that offers the tools, resources and communities of practice that Arizona healthcare providers need to foster Meaningful Use of electronic health records.

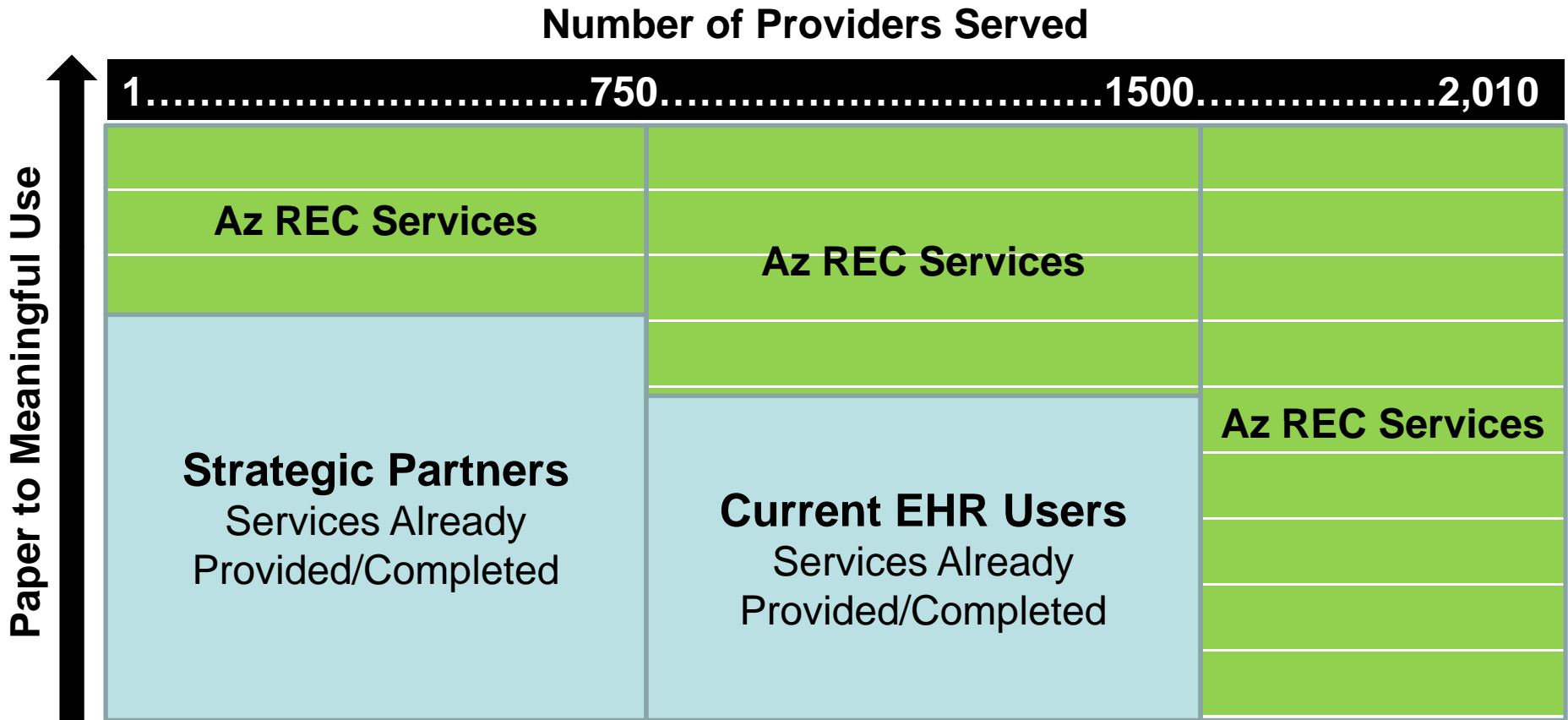
# REC Range of Services

## Number of Providers Served



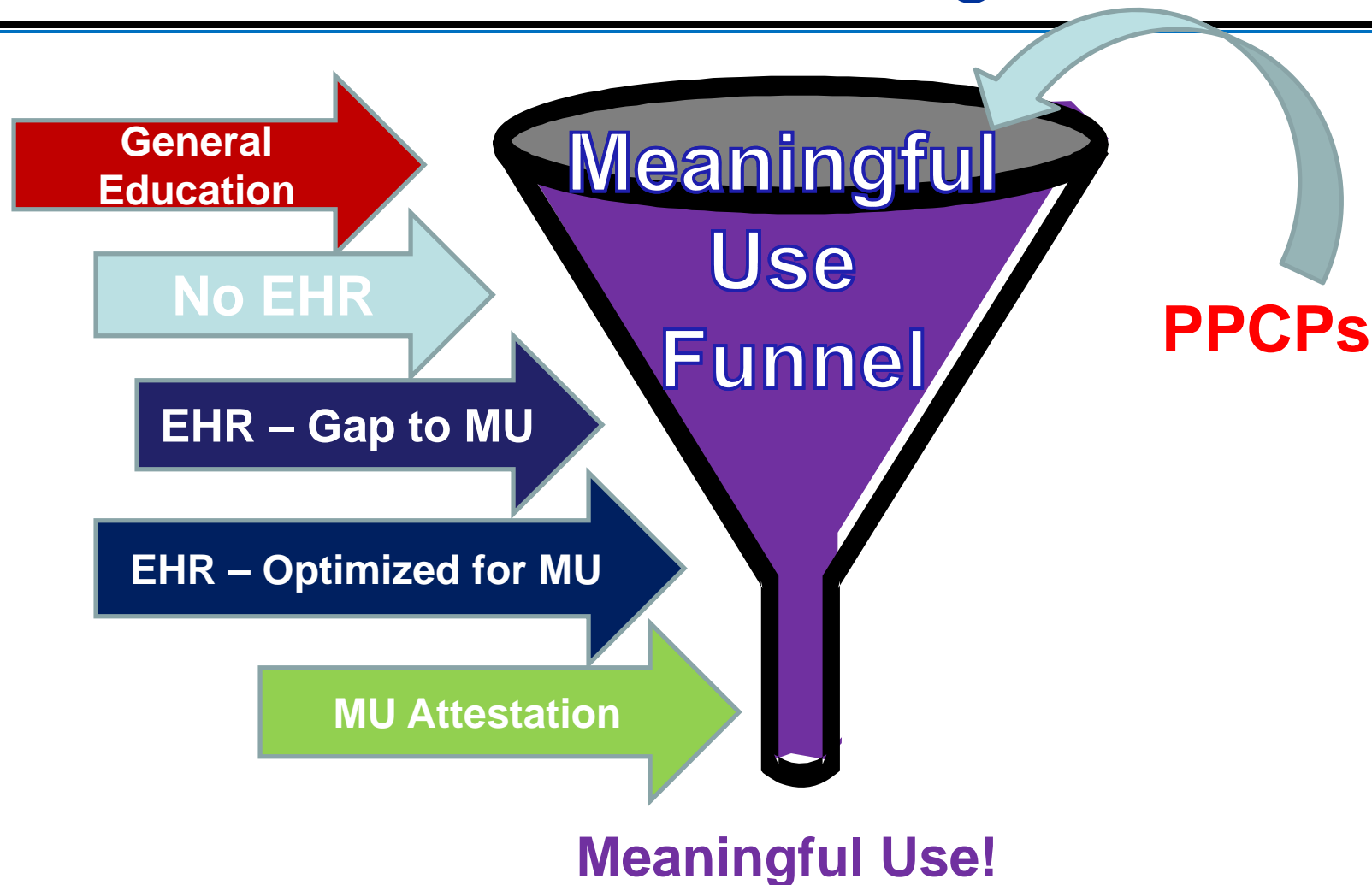
## Sample Menu of Services REC May Provide

# Arizona HIT Extension Center Strategy

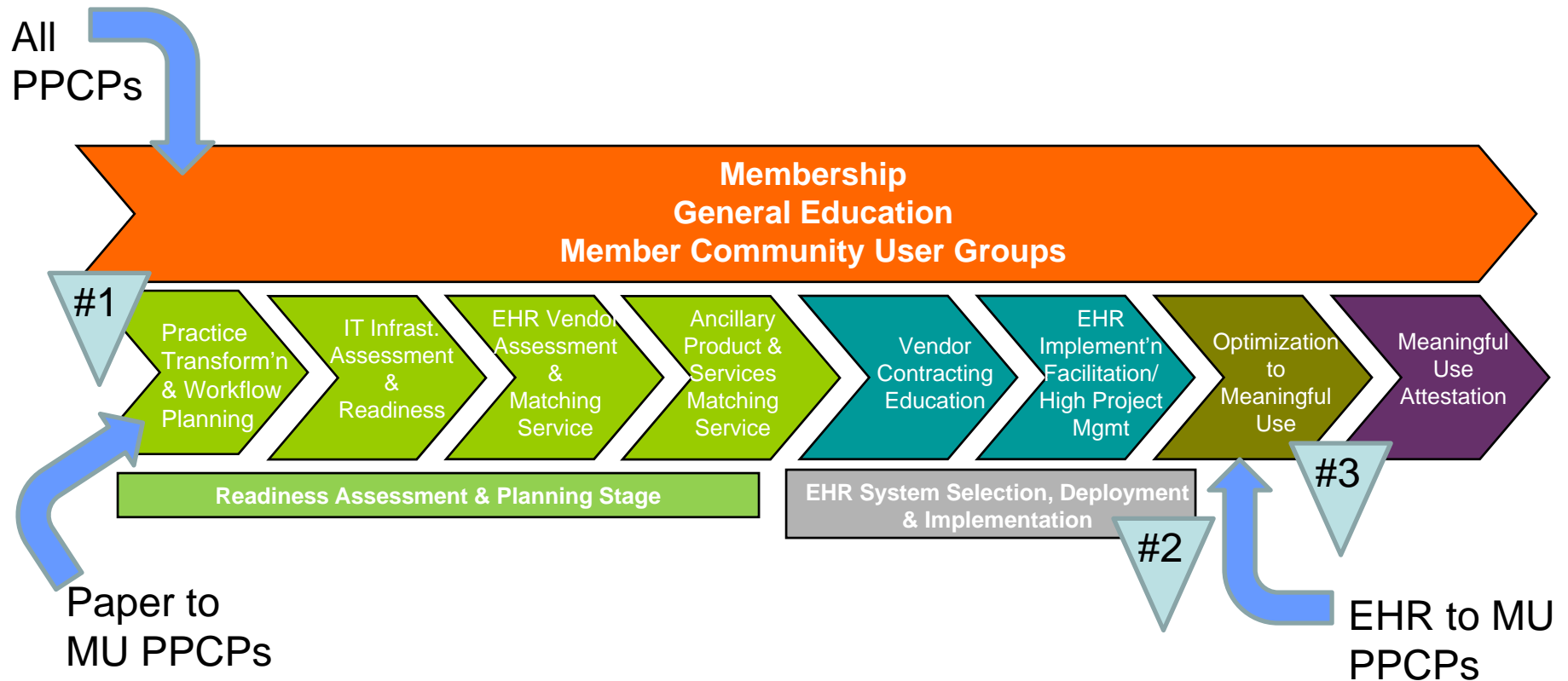


This strategy leaves a much smaller scope of services overall that the REC will need to provide for its clients, allowing the REC to leverage current EHR initiatives.

# Funnel Approach to Meaningful Use



# Arizona HIT Extension Center Spectrum of Services



# Arizona HIT Extension Center Provider Offerings

	PPCPs	Non-PPCPs
<b>Core Membership</b> Provider Membership Includes general education, member community user groups	Estimated \$200-400/provider/year	
<b>EHR Assistance Packages</b> <b>Basic Package</b> Includes phone support & coaching w/ readiness, workflow redesign and IT assessments, vendor selection & contracting tools, implementation and project management <b>Premium Package</b> Includes Basic Package plus additional phone support and on site assistance with above services	TBD (subsidized)	TBD (not subsidized)
<b>Other Offerings- Add On Services</b> EHR Optimization to Meaningful Use Meaningful Use Attestation On Site IT Assessment Other Services	TBD (subsidized)	TBD (not subsidized)

# Arizona HIT Extension Center Go-To-Market Strategy

- Outreach to Providers
  - Strategic partners
  - EHR market survey to determine EHR installed base
  - Key provider association partners
- Key Outreach Partners
  - Arizona Medical Association
  - Arizona Osteopathic Medical Association
  - Arizona Hospital & Healthcare Association
  - University of Arizona