

Newsletter, February 2009

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Welcome

Welcome to the February 2009 edition of the Rhode Island Quality Institute (RIQI) newsletter.

Much has happened since our last update. RIQI has been moving forward on a number of fronts including:

- Launching our **currentcare** Warwick enrollment campaign
- Working closely with Rhode Island businesses to enroll employees in **currentcare**
- Launching a marketing campaign to promote the Rhode Island Network of Care for Behavioral Health
- Hosting a Rhode Island Electronic Medical Record Leadership Forum
- Closely monitoring the federal stimulus legislation for health information technology funding
- Obtaining new grant funding for **currentcare** and RIQI operations
- In conjunction with our partners, obtaining new grant funding from BCBSRI for the RI ICU Collaborative
- Welcoming Michael Ryan to the RIQI Board
- Hiring our new Chief Operating Officer, Gary Christenson

Please take a few moments to read more about these exciting developments below.

RIQI Launches currentcare Warwick Enrollment Campaign



**Your health information...
when it's needed most.**


Powering your health information

Free enrollment (888)858-4815 www.currentcareri.com

On February 2nd, RIQI officially launched our **currentcare** Warwick enrollment campaign. The city-wide public awareness campaign is designed to educate Warwick residents, health care providers, and community organizations about the benefits of enrolling in **currentcare**. Through local media coverage, advertising, community events, and working with community organizations our goal is to enroll as many Warwick residents as possible.

Over the coming weeks, Warwick residents will see a **currentcare** billboard on I-95 (image above), ads in the *Warwick Beacon*, and **currentcare** enrollment teams at community events throughout the city. We are also working hard to form enrollment partnerships with area nursing homes, physicians, health clinics, and Kent Hospital.

We're making real progress, but our campaign needs your help to succeed. If you know of any Warwick organizations interested in learning more about **currentcare** and promoting enrollment to their members, please contact enrollment specialist Geri Guardino at 401-528-3275 or gguardino@riqi.org.

NetCenergy Becomes First Rhode Island Employer With 100% Enrollment in **currentcare**

RIQI would like to recognize Don Nokes, President of [NetCenergy](http://NetCenergy.com), and his staff for becoming Rhode Island's first business with 100% enrollment in **currentcare**. We greatly appreciate the amount of time, energy and resources that Mr. Nokes has devoted to RIQI and **currentcare**.



We need more Rhode Island businesses to follow NetCenergy's lead in enrolling their employees. Please contact enrollment specialist Geri Guardino at 401-528-3275 or gguardino@riqi.org if your business is interested in promoting employee **currentcare** enrollment.

RIQI Steps Up Marketing Efforts for the Rhode Island Network of Care

RHODE ISLAND Network of Care® *for Behavioral Health*

RIQI and its partner organizations have launched a comprehensive marketing campaign to increase awareness and utilization of the [Rhode Island Network of Care for Behavioral Health \(RINOC\)](#). This free, proven web-based resource provides valuable information to those in Rhode Island struggling with mental health and addiction issues either personally or within their families. This extensive website provides access to information, advocacy and other resources to empower consumers and their families to make the best, most informed decisions possible regarding needed care in their lives. RINOC also enables the service delivery community - public and private - to better deal with the problems of fragmentation through the use of extremely effective tools. These tools better coordinate their efforts to get the right service to the right person at the right time.

The marketing campaign includes a new RINOC monthly e-newsletter; development of new collateral materials and an expanded list of distribution partners; radio, newspaper, web, and environmental advertising; and earned media placements. Our goal for this campaign is to get more consumers and providers to utilize the wide range of valuable information, tools, and resources available to them for free 24 hours a day, seven days a week at www.RInetworkofcare.com.

If you would like to be a distribution partner for RINOC collateral materials or would like more information, please contact Nina Lennon at nlennon@riqi.org.

RIQI Hosts Electronic Medical Record Leadership Forum

On Thursday, January 29, 25 Rhode Island physician leaders gathered in Warwick to discuss strategies for advancing Electronic Medical Record (EMR) adoption in Rhode Island. These physicians - identified by their peers as EMR opinion leaders in a March 2008 survey of RI physicians - came together to share their experiences regarding barriers and drivers to EMR adoption, and to brainstorm ways that they, as physician leaders, can play a role in accelerating adoption through their peer networks.



This first-of-its-kind EMR Leadership Forum generated a wide range of valuable insights and diffusion strategies and over the next month RIQI and the HIT Adoption Committee

will create a strategic and tactical plan that will build on the energy and momentum from the meeting.

A handbook entitled "Take your Practice Digital: EMR Adoption" has been created by compiling facts and tips from over 20 physician leader interviews. Handbook chapters include: Assessing the Benefits, Overcoming the Cost Barriers, Selecting the Right EMR for Your Practice, Preparing for Successful Implementation, Surviving the First Six Months, and Practical Tips from Early Adopters. The first draft version of this handbook was shared at the event, and will soon be ready for widespread distribution.

A special thanks to Reid Coleman, MD, Chair of the RIQI HIT Adoption Committee who was an outstanding group facilitator, advancing the group toward next steps and outcomes. Many thanks also to the entire HIT adoption Committee--Gus Manocchia, MD, Nitin Damle, MD, Cedric Priebe, MD, Al Puerini, MD and Mark Jacobs, MD--who were key to making this event a success. The event was sponsored by Sovereign Bank.

Health Information Technology Funding In Federal Stimulus

We are closely following the American Recovery and Reinvestment Act of 2009 relative to investments in health information technology (IT) as the bill moves through Congress. While the House bill passed and the Senate has yet to act, it seems that there may be significant funding for some key areas relative to health IT that advance President Obama's goals of immediate economic impact and investment in much-needed infrastructure.

These areas include advancing national standards for data transmission as well as standards for protecting the privacy and security of health information. It also appears that there may be some funding to assist provider organizations in purchasing certified electronic medical record systems.

There are also references to funding for health information exchanges and support for the Nationwide Health Information Network, of which RHIOs/HIEs are seen as critical building blocks. It also appears that funding may be available for sorely needed workforce development to support successful system implementations.

We are cautiously optimistic, but aware that the language may change substantially before the bill finally becomes law. We are also aware that "the devil is in the details," so we will keep you apprised on the developments and their implications for our work at the RIQI.

[Click here to read](#) a *Providence Business News* interview with RIQI president and CEO Laura Adams about potential stimulus funds for health information technology projects.

[Click here to read](#) a *Providence Business News* commentary piece by RIQI Policy and Legal Committee Co-Chair Linn Freedman about how well positioned Rhode Island is to receive federal health information technology stimulus funding.

New Grant Funding for currentcare and RIQI Operations

We are delighted to announce that [BlueCross and Blue Shield of Rhode Island \(BCBSRI\)](#) has awarded RIQI with two generous funding grants:



1. \$570,000 Grant Award Received from Blue Cross and Blue Shield of Rhode Island in Support of currentcare for 2009

We're extremely grateful to BCBSRI for their ongoing support and ongoing demonstration of leadership in advancing the health information exchange initiative. This funding will permit us to accelerate enrollment efforts, execute the Warwick strategy and aggressively pursue other key strategies in 2009.

2. \$300,000 Grant Award Received from Blue Cross and Blue Shield of Rhode Island in Support of RIQI Operations for 2009

These funds are instrumental in advancing our key initiatives and continuing our efforts to significantly improve the quality, safety and value of health care in Rhode Island. We would like to express our sincere appreciation to BCBSRI for their tireless support of the mission and vision of the RIQI. They have been instrumental in virtually all of the RIQI's accomplishments to date.

New Grant Funding for the Rhode Island Intensive Care Unit (ICU) Collaborative

We are delighted to announce that [BlueCross and Blue Shield of Rhode Island \(BCBSRI\)](#) has awarded the RI ICU Collaborative a new grant of \$728,586 for Phase III of this important project. The RI ICU Collaborative is co-led by RIQI, Hospital Association of RI (HARI) and Quality Partners of Rhode Island (QPRI). BCBSRI went through a rigorous and comprehensive due diligence process in making 2009 funding determinations.



This grant, which represents an increase over Phase I and Phase II funding, will allow the addition of the palliative care to the current work to reduce catheter-related central line infections, ventilator-associated pneumonias and sepsis mortality and morbidity. Phase III will begin in late 2009. On behalf of the all involved in the RI ICU Collaborative, we want to express our gratitude to BCBSRI for this generous support and commitment to improving the quality, safety and value of health care in RI.

RIQI Welcomes Michael Ryan, President of the RI Distribution of National Grid To The Board

We're very pleased that Michael F. Ryan, President, [Rhode Island Distribution of National Grid](#), has joined the RIQI Board of Directors. A distinguished leader in Rhode Island and the New England region, Mr. Ryan brings an employer perspective and an impressive business background to the RIQI Board. We are pleased to extend him a warm and enthusiastic welcome.



RIQI Hires New Chief Operating Officer

We are delighted to announce that Gary Christensen has been selected as RIQI/RHIO Chief Operating Officer and will begin on March 2. Mr. Christensen comes to us with eighteen years experience in operations and IT leadership roles, including his positions as Vice President at Capitol One Financial, Richmond, VA and Managing Director at Deutsche Bank, New York/London. Mr. Christensen holds Bachelor and Masters degrees from Stanford University. We are delighted to have a leader of his caliber joining us at this very important stage of our development.

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