





# Leveraging the Greater Philadelphia Regional Health Community Asset for Innovation

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# INNOVATION

# REVOLUTIONARY INNOVATION

# EVOLUTIONARY INNOVATION

**H S**



**MARKET STREET**

# Market Street

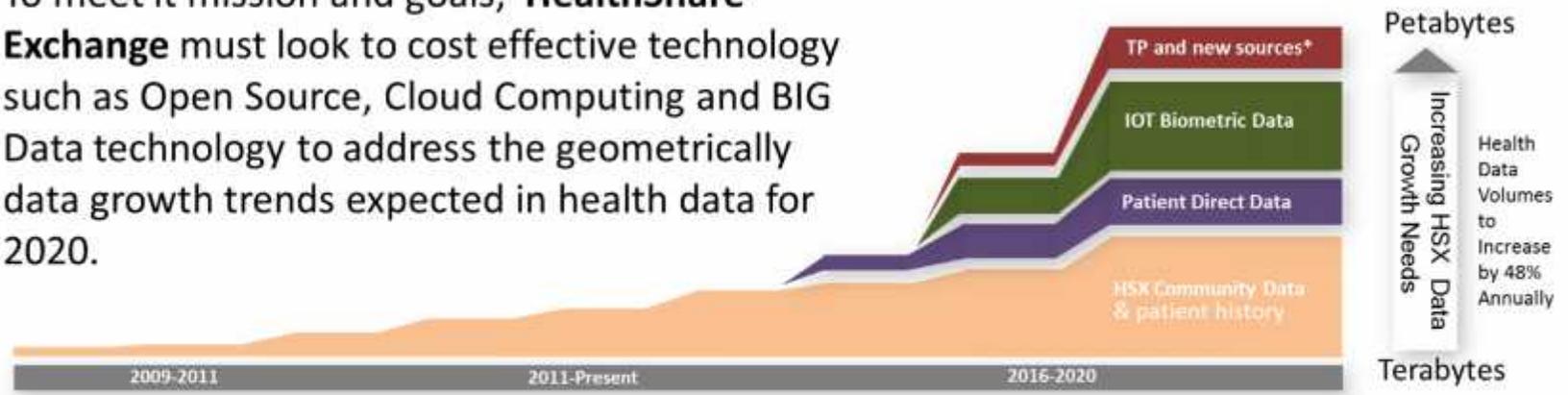


# What we realized...

*A valuable asset positioned to support the need*



To meet its mission and goals, **HealthShare Exchange** must look to cost effective technology such as Open Source, Cloud Computing and BIG Data technology to address the geometrically data growth trends expected in health data for 2020.



### Enhanced DIRECT

- Small data storage needs for HSX "enhanced" DIRECT email with attachments
- Provider Directory limited to name, address, NPI, etc.
- HISP capability as store and forward messaging

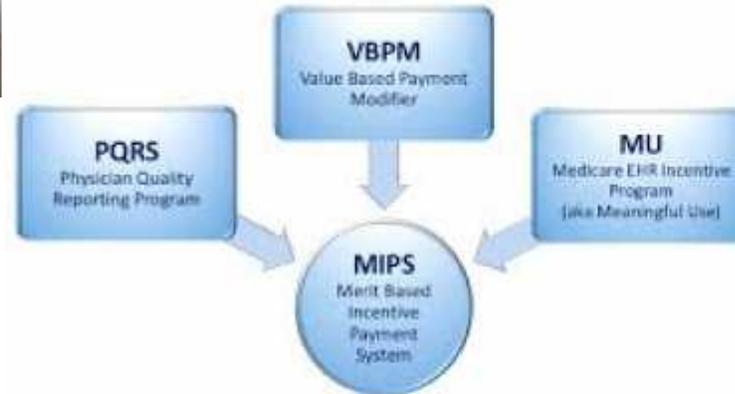
### Mirth Connect

- Small to Medium relational storage needs for push and pull data sharing, 1<sup>st</sup> central database for HSX on road to Population Health
- ADT and CCD messages with Patient Matching and improved provider directories

### Big Data/Cloud Elastic Growth

- Large scale data storage needs to support unstructured data, personal biometrics, other device data, municipal, and other gov't health pertinent data, etc.
- Wide cross longitude health records
- Historical data at patient level maintained over time (secure and efficient)
- Virtualized "data" views for HSX membership/collaboration

# Market Drivers and Innovation Challenges



## Healthcare Innovation Challenges

- VC Funding Challenges in Region
- Many Innovation Silos
- Legal Framework Lacking
- Connectivity and Access to Data
- Cost Barrier – to do business



# HSX and Market Street

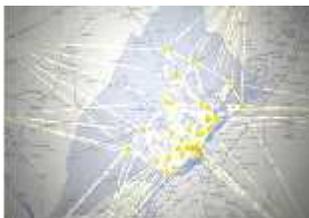


A Community Asset and Owned by Providers and Payers.

Focused on secure access to health information (i.e., Intelligent HIE Services using IHE Profiles and Standards).

Enables preventive and cost effective care; improves the quality of care; and facilitates the transitions of care.

Builds a trusted community of healthcare stakeholders to deliver better healthcare to patients.



- APIs that facilitates seamless and secure data sharing
- Data is exchanged in real-time at faster pace. It allows for very little delay in receiving or extracting information
- Its processing is autonomous and easy to manage. It makes information readily available on all devices, mobile or immobile.
- Goes Beyond Healthcare.



# Market Street Concept Begins...



## An Environment that Fosters and Enables Healthcare Collaboration and Innovation!

### A Vested Membership

- Committee Structure & Workgroups

### A Legal Frame Work – Data Sharing Agreement

- Common BAA
- Privacy and Security Policies

### A Use Case Governance Process

### Data Aggregation and Relationships

### A Delivery System

(i.e., The Pipes to reach over 9000 Providers)

### An Experienced Team – Advisory Services

- Implementation and Project Management
- Engagement and Adoption
- 24/7 Support, SMEs in Interoperability



HSX Market Street Provides the Business and Legal framework to enable Innovation.

# A Real Application of Market Street



# A Real Application of Market Street



# Potential of Market Street

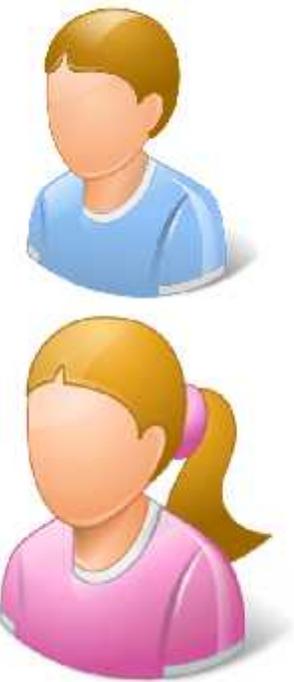


## Vision

Market Street is the trusted innovation platform for Healthcare information access and consumer empowerment

## Mission

Empower consumers with secure access to health information on their terms



# Market Street – Support and Expectations



## MARKET STREET HIGH SUPPORT AND EXPECTATIONS

“What can Market Street learn from how cancer metastasizes? Cancer is very smart in the way it grows.”

“Market Street needs to establish a firm path forward and stick to it.”

“If we don’t get adventurous with data usage we’ll be left behind.”

“The efficiency gain from a robust data set is very valuable to us as it will save us time and help accelerate our API development.”

“The Philadelphia provider and payor market reverses the connectivity that HSX offers and looks to HSX to help figure out ‘what’s next’ through Market Street.”

“Market Street would round out the Philadelphia business ecosystem – local businesses want this kind of asset.”

“For Market Street success you have to figure out what is the unit of value you’re selling and what customer you are targeting.”

“Very high interest and potential, but can HSX really make it a success if it is run and operated without taking risks?”

“There is more risk in not acting now than in evolving the existing HSX business model.”

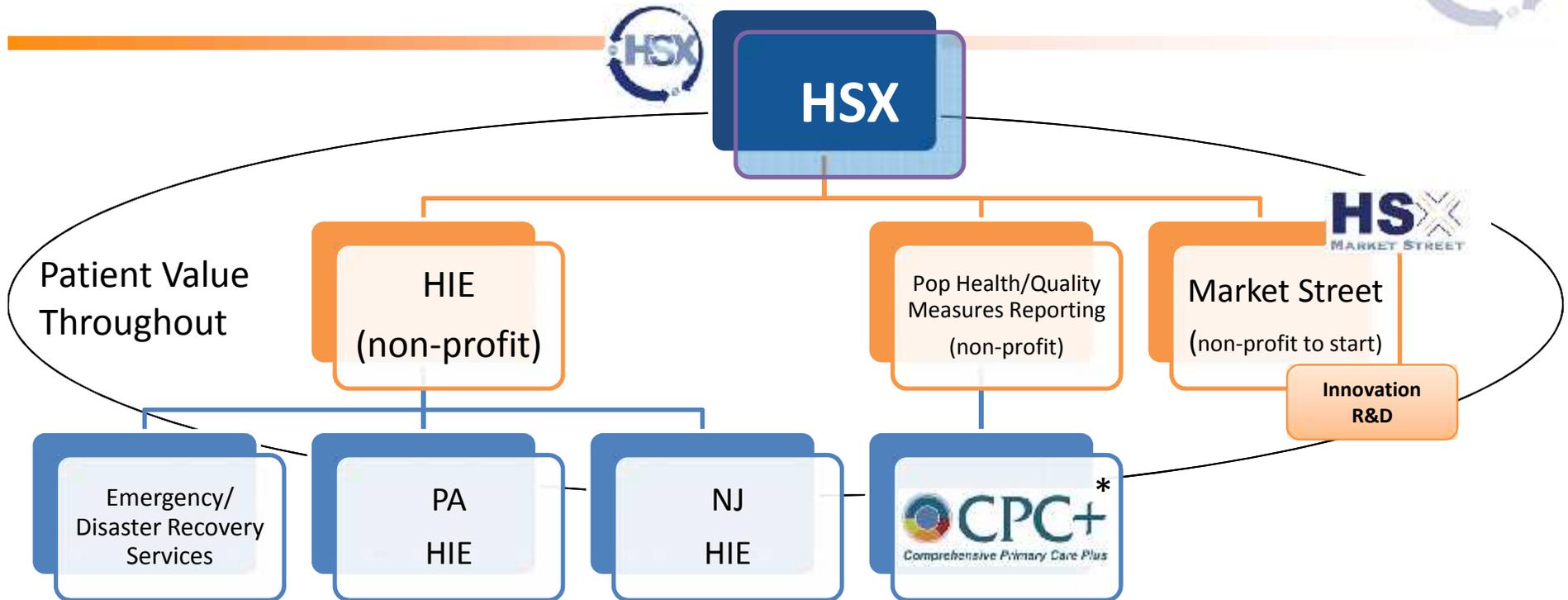
“For Market Street to expand on the success of HSX, buy-in is needed from the existing membership.”

“HSX connects providers and patients in one-of-a-kind ways, like through the Encounter Notification System. How do we leverage this more through Market Street?”

“Can Market Street help get the healthcare ecosystem as connected and seamless as the banking ecosystem?”

# HSX Business Areas

*HSX Market Street Innovations Benefit All Business Areas*



# Questions ?



# Thank You!

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