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MedAllies CEO to speak on nexus of data exchange and health care value

John Blair, MD, joins other industry leaders to discuss future of health information exchange at National Health Policy Forum

FISHKILL, N.Y., Sept. 11, 2014 — The seamless and secure exchange of health information becomes increasingly crucial as health care moves away from volume-based payment. In fact, it is the foundation of that transformation.

That will be part of MedAllies CEO A. John Blair III, MD's message Friday, Sept. 12, when he participates in a National Health Policy Forum event entitled "Achieving Health Information Exchange: Vision, Progress, Prospects."

"Information sharing is crucial as we move forward with value-based purchasing initiatives," says Blair. "The real-time exchange of health information improves decision making. Coupled with analytics, it supports measurable improvement in quality and efficiency."

The promise of health IT hinges on the ability to electronically exchange information accurately, efficiently and in real time. But, despite the high number of EHR implementations, reliable mechanisms to exchange this information have been slow in coming. Health data needs to flow--"data liquidity," as some have called it. But data often *isn't* liquid and frequently doesn't follow the patient. EHR adoption continues to grow, but health information *exchange* lags, hindered by technical, business and regulatory challenges.

"Our health care system is increasingly costly and complex. Everyone involved in the care of an individual must have access to a coherent plan of care and the data required to ensure the right care is delivered at the right time. Without an ability to make data available, costs and risks rise," explains Mark Frisse, MD, MS, MBA, professor of biomedical informatics at Vanderbilt University, who's leading Friday's discussion. "Health information exchange is an essential foundation to delivery of affordable quality care. MedAllies has long been a leader in delivering innovative health care solutions. The lessons they will share promise to accelerate the dissemination of better care technologies and practices."

Joining Blair and Frisse to discuss these issues are Steve Posnack, MS, MHS, director of the Office of the National Coordinator for Health IT's Office of Standards and Technology, and Craig Brammer, MA, CEO of HealthBridge. The panel will discuss the reasons for successes to date. They'll also look at common barriers and how best to overcome them. Among the questions to be addressed:

- What are various stakeholder group goals vis-à-vis health information exchange? What policy initiatives or market forces foster health information exchange? What factors impede it?
- How are relationships that go beyond the local market or across state lines managed?
- To what extent is health information exchange used to manage care transitions?
- What role does health information exchange play in design and operation of accountable care organizations?

The event begins at 12:15 p.m. at the Reserve Officers Association, 1 Constitution Avenue NE, 5th Floor, Washington, DC. For details, visit www.nhpf.org/uploads/events/FSA_09-12-14_HIE.pdf or email nhpfmeet@gwu.edu.

About MedAllies

[MedAllies](#), founded in 2001, has extensive experience with EHR implementation and workflow redesign to improve clinical care. It provides unmatched expertise in interoperability, Meaningful Use 2 compliance and Direct services. As one of the ONC Direct Reference Implementation vendors, MedAllies has provided Direct services since the Direct Project's inception; it now runs a leading national Direct network. MedAllies' product suite, MedAllies Direct Solutions™, builds on existing technology to achieve interoperability. Physicians use their current EHR systems, allowing information to flow across disparate EHR systems in a manner consistent with provider workflows. MedAllies Direct Solutions is a tool to advance primary care models that emphasize care coordination and improved care transitions, and support patient-centered care.

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