

The Allied Health Information Exchange Company
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Remarks
Public Hearing
09:30 am, Wednesday, February 13,
Pennsylvania Senate Committee on Communications and Technology

Kelly Lewis, JD/MBA
President & CEO
Allied Health Information Exchange Company

Senator Randy Vulakovich, Chairman
Senator, Lawrence Farnese, Minority Chairman
Members of the Committee

On behalf of the Allied HIE Company and our partners in Pennsylvania and the United States, we want to thank the Committee for the opportunity to present testimony surrounding the state's Health IT industry, one of the fastest growing industry sectors in Pennsylvania. Since 2005, on numerous occasions I have presented testimony to this committee to help advance technology in Pennsylvania. Today, I am pleased to present testimony as the founder of one of the new Health IT companies in Pennsylvania that is quickly making impacts.

Pennsylvania hosts some of America's strongest healthcare systems. Pennsylvania has the second largest graduate medical education industry, right behind New York. Pennsylvania's great medical schools, technology-advanced healthcare systems and highly-qualified healthcare professionals immediately position our state in the national leadership for Health technology. Accordingly, our public policies should always seek to amplify and leverage our existing healthcare talent, infrastructure and institutions while making sure not to create additional or undue burdens on this industry sector that could slow or hinder its growth.

The Direct Project™ - The New Federal Healthcare Email System: After years of industry input through the Direct Project™, in 2012 the new Federal Healthcare Email System was created as the national HIPAA-compliant; secure communication system for healthcare, through commercial standards established by the Office of National Coordinator for Health IT (ONCHIT).

Pennsylvania continues to be at the forefront of the Direct Project and the new Federal Healthcare Email System. In June 2012, Pennsylvania established a state certification for Health Information

Service Providers (HISPs) and Allied HIE Company was one of the first four (4) certified HISPs. In October 2012, Pennsylvania completed a grant program attracting more than 3,400 Direct Email users, making Pennsylvania one of the top states in the new Federal Healthcare Email System. In 2013, Pennsylvania and its newly established Pennsylvania eHealth Partnership Authority are looking for additional ways to drive the growth and use of the Direct Project and the new Federal Healthcare Email System, and find cost-saving models at state and local agencies through the use of Direct Email.

HISPs provide the on-ramp service for healthcare professionals to access the new Federal Healthcare Email System, through DirectHealthEmail accounts. To ensure HIPAA compliance, only healthcare professionals are permitted to use Direct Health Emails. Through a defined process, HISPs authenticate every user and assign them a “direct HealthEmail address,” that literally contains the word, “direct” in the email address, like, Kelly.Lewis@MED.Allied-Direct.com. Del.Immunizations.Prod@DHIN.Allied-Direct.com. Conforming to federal standards, HISPs also establish and maintain HISP to HISP interoperability between commercial HISPs, thereby creating the system for national interoperability.

Presently, the federal government through ONCHIT is conducting a five (5) company pilot project for federal HISP certification. With its partner Informatics Corporation of America, ICA, AlliedHIE Company is expected to be among the first federally certified HISPs.

Presently, the Commonwealth, PA-DPW and the PA eHealth Partnership Authority are reviewing ways to enable and expand the use of the new Federal Healthcare Email System to send/receive reports, reimbursement documentation and exchange HIPAA-protected patient data at Commonwealth agencies, departments, authorities, county government agencies, agents, MCOs and partners. We applaud their timely efforts. We have several proposals to jumpstart the use of Direct Health Emails at the state.

Allied-DIRECT™

Pennsylvania-based, Allied Direct™ is a certified Health Information Service Provider (HISP) in Pennsylvania. AlliedHIE Company is one of the oldest certified HISPs, conforming to all federal standards. In Q1 2013, with our technology partner, Informatics Corporation of America, (ICA), we are expected to be named one of the first HISPs to receive federal HISP certification. Allied-Direct™ is a national strategy to be a market-leading, best-in-class, HIPAA-compliant, commercial HISP in the new Federal Healthcare Email System.

Allied Direct™ is an affordable, secure, easy-to-use, HIPAA-compliant email system that is ideal for state agencies, departments, MCOs and providers to securely exchange reports, patient records and medical invoices, reimbursement questions & answers and HIPAA-protected data. While our national price per account is \$250 annually, our Pennsylvania annual rate is \$180 per account.

No EMR is required. Allied Direct™ works with or without an EMR. To access and use Allied Direct™ all that is required is an internet connection.

FOCUS

We remain the only commercial HISP solely focused on delivering HISP and DirectHealthEmail services. Our competition in the HISP and DirectHealthEmail industry predominantly sells other products and services like medical billing, medical equipment, IT services or IT security. Our website www.alliedhie.com is the only website solely devoted to HISP, DirectHealthEmail and the new Federal DirectHealthEmail system. Our goal is to be the best HISP and Direct Health Email provider.

MOBILE-READY

Allied-Direct™ is mobile-ready and tested for iPhone, Droid and Blackberry.

Working with our technology partner, Informatics Corporation of America, (ICA), we will continue to find innovative ways to advance our HISP capabilities and the functionality of Allied Direct™. www.icainformatics.com.

2013 News: Delaware Health Information Network (DHIN)

In January 2013, Allied Direct™ was named HISP and direct email provider for DHIN, the nation's oldest and most-adopted statewide HIE. Already DHIN participants are using Allied Direct to send and receive Immunizations Reports.

2013 Opportunities and Issues:

State Reporting of HIPAA-Regulated Patient Data: Immunization/MA/DPW/Health/State

Agencies: Already in Delaware our users are sending state immunization reports via Allied Direct™ including physicians as well as organizations as large as Nemours, Christiana Care, Beebe Medical Center and CVS/Caremark. In Pennsylvania we believe reporting requirements, exchanging patient records, invoices, information as well as secure communications by and between state department, agencies, agents, MCOs and providers, are ideal use cases for the services provided by HISPs and Allied Direct™. By using Allied Direct™ state agencies, agents, providers, partners and MCOs will save significant cost & time savings, in addition to timely, accurate and improved reimbursement because the HIPAA-compliant system is as easy to use as email.

HIPAA Violations In 2009 the federal government started enforcing HIPAA violations with increasingly large fines from \$100,000 for small physician groups to multiple-million settlements by companies like CVS and Rite Aid. As 2013 progresses, we believe healthcare organizations will use HISP/DirectHealthEmail for risk management to validate HIPAA compliance. We want to help Pennsylvania healthcare organizations avoid HIPAA violations and fines.

Public Policy considerations we believe are important to industry growth in Pennsylvania

1. This Committee and Senate leadership should issue no rule, law or regulation that would stop, slow or hinder the growth of the new Federal Healthcare Email System and the fast-developing and critical Health IT sector.
2. This Committee and Senate leadership should encourage the administration and Pennsylvania eHealth Partnership Authority to issue no rule, fee or regulation that would stop, slow or hinder the growth of the new Federal Healthcare Email System and the fast-developing and critical Health IT sector.
3. This Committee and Senate leadership should encourage state agencies, their agents, partners, and Managed Care Organizations (MCOs) to immediately start using Direct Email and the new Federal Healthcare Email System.
4. Low tax rates, reduced red tape and government that encourages and uses innovation help Start-up Company's form and grow in Pennsylvania.

Thank you for the opportunity to present testimony today. We look forward to being a resource, committee supporter and Pennsylvania job creator. I look forward to answering any questions you may have today or in the future. Thank you.

The Allied Health Information Exchange Company

A handwritten signature in blue ink that reads "Kelly Fein". The signature is written in a cursive style with a light blue background behind it.