

Southeast Texas Health Information Exchange (SETHIE)

Community Introduction and Organizational Meeting

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Keys to Success

- ▶ Remember, the Exchange can ONLY be successful if we all participate and that participation must be:
 - Collaborative effort
 - Owned by the community
 - Controlled by the participants
 - Profiting no one, except our patients and the healthcare community as a whole
 - Represents the interaction of a mature healthcare system

Keys to Success

- ▶ To impact the future of health care, we are going to have to think differently. This will involve “**Medical *metanoia***,” a term introduced to the business community by Peter Senge at MIT. It means, “a change of mind.” This change will involve at least three major “shifts in our thinking”.

Shifts in Thinking

1. Those who are naturally competitors are going to have to work collaboratively.
2. Those who are naturally idealists are going to have to produce work which is practical.
3. Those who are naturally resistant to new ideas are going to have to become innovative and receptive to change.

1. Collaboration

- ▶ The reality is that whatever role we play in healthcare and whatever type of organization we represent, we are all part of a larger, community, healthcare team, which often consists of those we would call our “competitors.”

1. Collaboration

- ▶ By “taking charge” of our own healthcare future, we can dictate what it will look like and how it will operate.
- ▶ The only way we “lose control,” is by refusing to participate.

2. Produce Practical Work

- ▶ With the Health Information Exchange, we begin to focus on work which is very practical and which is very important to our patients, which work is:
 - Increasing the quality of care
 - Increasing patient safety
 - Increasing continuity of care
 - Decreasing the cost of care which we delivery every day

2. Produce Practical Work

- ▶ One enterprising full-page ad in the *New York Times* heralded that ***“it is not how many good ideas you have that matters, but how many good ideas you can implement.”***

2. Produce Practical Work

The motivation for the HIE is a **vision** for having all relevant and valid patient information available where and when the patient's healthcare requires it. The **reality** is that today, that is rarely possible.

2. Produce Practical Work

The HIE gives all Southeast Texas healthcare providers, of whatever description and type, the leverage point to turn our vision of the future of healthcare into our reality.

2. Produce Practical Work

- ▶ It is not enough to want things to change; we have to make things change. And, as IBM learned, when they encouraged “change agents” within their organization, **“if you are going to make a change; the change better make a difference.”**

3. Embrace Change

- ▶ Those who are naturally resistant to new ideas are going to have to become innovative and receptive to change.
 - Change is suspect because it upsets the equilibrium. In order to succeed, we must all surrender some level of comfort and some level of control.
 - The innovation required to design a future which meets everyone's needs is a future fraught with discomfort, difficulties and uncertainty.

3. Embrace Change

- ▶ What is really needed, at this point, is for key participants to assume leadership roles in the Health Information Exchange in order to bear some of the cost, energy and effort of the change.

Why are we here?

- ▶ What we propose will be hard; it will be expensive. We are working hard to minimize that expense.
- ▶ Until everyone recognizes the value of the change which is proposed, and then the expense, which as an aggregate will be significant, will for the individual organizations and/or provider, will be insignificant, and will be seen as a bargain.

Where do we go from here?

- ▶ It is our hope that all of you will join this effort. I am confident that our community will benefit and that Southeast Texas' healthcare leadership is capable of succeeding in this effort.