

A decorative graphic on the left side of the slide, consisting of a vertical black line intersecting a horizontal grey line. There are overlapping colored squares: a yellow one at the top, a blue one on the left, and a yellow one at the bottom.

# Community Chronic Disease Registry: Business Case Outline

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CCCN Steering Committee  
June 15, 2007

Eleanor Littman, Project Director  
Marta Hotell, Project Manager  
Kathleen McCarthy, Grant Manager (PVCHT)



# Overview of Presentation

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- Mission and Strategy - Ellie
- Market Analysis - Kathleen
- Product & Services Overview – Marta
- Revenue/Cost Proposition
- Challenges and Risks - Ellie
- Governance
- Discussion





# Overview of Mission and Strategy

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## Mission

- Community Chronic Care Network will ensure that all people with chronic conditions in Santa Cruz County receive consistent and continually improving medical support by employing modern electronic tools and sharing clinical practice innovations among our diverse providers of care.

## Strategy

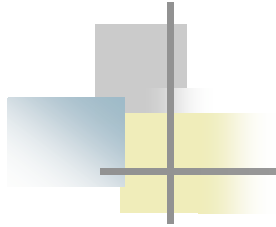
- Build on a unique partnership among the County's providers of diabetes care to share data on diabetes via an interactive, Web-based diabetes registry.



## Strategy (continued)

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- Expand successful PMG Diabetes Registry for community-wide deployment with point of care decision-support tool and action lists.
- Identify software that can be expanded to all chronic diseases and can extract data from EHRs, as well as claims and lab data.
- Develop business case for partner organizations to build support for community-wide chronic disease registry.



# Target Market

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- All providers of chronic care services, including private medical groups, hospitals, and safety net
- Organizations working to improve community health
- Payers and quality improvement organizations
- Santa Cruz County with potential to expand to other Central Coast Counties
- Future: Persons living with or at risk for chronic diseases



# Potential Market Needs

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## Ranking\*

- Action Reports
- [ Community Database (De-Identified)
- [ Community Patient Lookup
- [ Performance Reports with Benchmarks
- [ Performance Reports for Payers
- Point of Care Tool
- Care Management Tool

\*Results from October 2006 Business Case Survey (n=12)



# Services

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## Core Services

- Community Database
- Population Health Reports
  - Standard
  - Special Requests
- Individual Performance Reports with Community Benchmarks

## Client Services

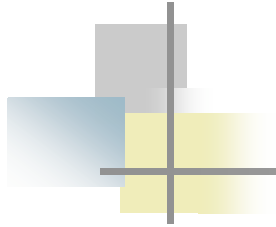
- Action Reports (e.g. CCCN Quarterly Reports)
- Web-based Access for on-demand reports
- Community Patient Lookup
- Performance Reports for P4P, other QBI programs



# Business Principles

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- Private/Public Funding needed for Core Services
- Partners provide data and interface at no cost to registry
  - Benefit: Performance report with Benchmarks
- Revenues cover Client Services
  - Must offset expenses of Client Services
    - sliding scale/costs for Safety Net clinics
  - Annual increase in contribution to core expenses



# Product Profile

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- **Product**
  - Solutions
- **Deployment/Support Approach**
  - Bizin Foundation ASP
- **Integration**
  - Individual Solutions Deployments
  - Other EHR/DMS/PM Software
  - Claims Data
  - Hospital Data
  - Lab and Pharmacy Data



# Estimated Costs: Years 1 -3

<b>Projected Expenses</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Totals</b>
Transition/Implement of Current	\$ 65,000	\$ 0	\$ 0	\$ 65,000
Additional Data Sources	\$ 30,000	\$ 60,000	\$ 80,000	\$170,000
Metrics/Reporting	\$ 10,000	\$ 10,000	\$ 10,000	\$ 30,000
Equipment	\$ 10,000	\$ 5,000	\$ 5,000	\$ 20,000
ASP Environment	\$ 17,000	\$ 12,000	\$ 12,000	\$ 41,000
Staffing + Admin Overhead (Core Only)	\$287,500	\$316,250	\$345,000	\$948,750
Staffing + Admin Overhead (Client Services)	\$ 0	\$201,250	\$287,500	\$488,750
Other Fees	\$ 50,000	\$ 50,000	\$ 50,000	\$150,000
<b><i>Expense Totals Core Only:</i></b>	<b>\$ 469,500</b>	<b>\$ 453,250</b>	<b>\$ 502,000</b>	<b>\$1,424,750</b>
<b><i>Expense Totals Core + Client Services:</i></b>	<b>\$ 469,500</b>	<b>\$ 654,500</b>	<b>\$ 789,500</b>	<b>\$1,913,500</b>

# Estimated Revenues (Client Services): Years 1-3

Projected Revenues	Year 1	Year 2	Year 3	Totals
Community Reports	\$ 0	\$ 20,000 (2 @ \$10,000)	\$ 50,000 (5 @ \$10,000)	\$ 70,000
Provider / Organization Web Access	\$ 0	\$ 150,000 (3 @ \$50,000)	\$ 250,000 (5 @ \$50,000)	\$ 400,000
Quality Improvement Services Consultation	\$ 0	\$ 82,500 (10 @ \$8,250)	\$ 127,500 (20 @ \$8,250)	\$ 210,000
<b><i>Projected Revenue Total for Client Services:</i></b>	<b>\$ 0</b>	<b>\$ 252,500</b>	<b>\$ 427,500</b>	<b>\$ 680,000</b>

# Projected Revenue to Expenses: Detail

	Year 1		Year 2		Year 3		3 Year Totals
	Expenses	Revenue	Expenses	Revenue	Expenses	Revenue	
<i>Projected Expenses:</i>							
Transition/Implementation	\$35,000		\$0		\$0		\$35,000
Current Interfaces/Data Sources	\$30,000		\$0		\$0		\$30,000
Additional Interfaces/Data Sources	\$30,000		\$60,000		\$80,000		\$170,000
New Metrics/Reporting	\$10,000		\$10,000		\$10,000		\$30,000
Additional Equipment	\$10,000		\$5,000		\$5,000		\$20,000
ASP Hosting Setup	\$5,000		\$0		\$0		\$5,000
ASP Hosting Annual Fees	\$12,000		\$12,000		\$12,000		\$36,000
Staffing + Admin Overhead (Core Functions)	\$287,500		\$316,250		\$345,000		\$948,750
Staffing + Admin Overhead (Client Services)	\$0		\$201,250		\$287,500		\$488,750
Other Fees (Legal, etc.)	\$50,000		\$50,000		\$50,000		\$150,000
<b>Expenses Total (Core):</b>	<b>\$469,500</b>		<b>\$453,250</b>		<b>\$502,000</b>		<b>\$1,424,750</b>
<b>Expenses Total (Core + Client Services):</b>	<b>\$469,500</b>		<b>\$654,500</b>		<b>\$789,500</b>		<b>\$1,913,500</b>
<i>Projected Revenues:</i>							
Community Reports		\$0		\$20,000		\$50,000	\$70,000
Provider / Organization Web Access		\$0		\$150,000		\$250,000	\$400,000
Quality Improvement Services/Consultation**		\$0		\$82,500		\$127,500	\$210,000
<b>Revenues Total for Client Services:</b>		<b>\$0</b>		<b>\$252,500</b>		<b>\$427,500</b>	<b>\$680,000</b>
<b>Public Grant Funding Required (Core Only):</b>		<b>\$469,500</b>		<b>\$453,250</b>		<b>\$502,000</b>	<b>\$1,424,750</b>
<b>Public Grant Funding Required (Core + Client Services):</b>		<b>\$469,500</b>		<b>\$402,000</b>		<b>\$362,000</b>	<b>\$1,233,500</b>

# Summary of Projected Expenses to Revenues – Funding Requirements

	Year 1		Year 2		Year 3		Totals
	Expenses	Revenues	Expenses	Revenues	Expenses	Revenues	
<b>Core Services Only</b>	\$ 469,500	N/A	\$ 453,250	N/A	\$ 502,000	N/A	\$1,424,750
<b>Including Client Services</b>	\$ 469,500	\$ 0	\$ 654,500	\$ 252,500	\$ 789,500	\$ 427,500	\$1,913,500
<b>Public Grant Funding Requirements (Core Only)</b>		\$ 469,500		\$ 453,250		\$ 502,000	
<b>Public Grant Funding Requirements (Core with Client Services Programs)</b>		\$ 469,500		\$ 402,000		\$ 362,000	



# Challenges and Risks

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## Challenges

- Individual Providers continued focus on EHR adoption
- Overlapping Quality Improvement initiatives by other organizations (CCAH, SCMF, HIP & CCNEA)
- Competitive health care environment increases challenge of expanding community collaboration

## Risks

- Solutions software adaptability for external use
- Bizin Foundation ability to support ASP and/or software development



# Governance

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## Criteria:

- Public and Provider trust
- Community-wide mandate
- Private non-profit or public agency
- Scope includes Health Information Exchange

## Candidates:

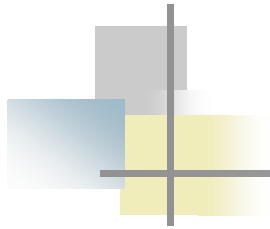
- County Health Services Agency
- Health Improvement Partnership
- New Legal Entity
  - Public
  - Private



# Discussion

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- Based on this Business case Outline can you continue to advocate for a Santa Cruz Community Chronic Disease Registry?
  - Core Functions Only
  - Core plus Client Services
- If so, what additional information do you require to move forward?



# CCCN Mantra

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**KEEP  
SANTA  
CRUZ  
WIRED**

**SUPPORT OUR COMMUNITY CHRONIC  
CARE NETWORK**