

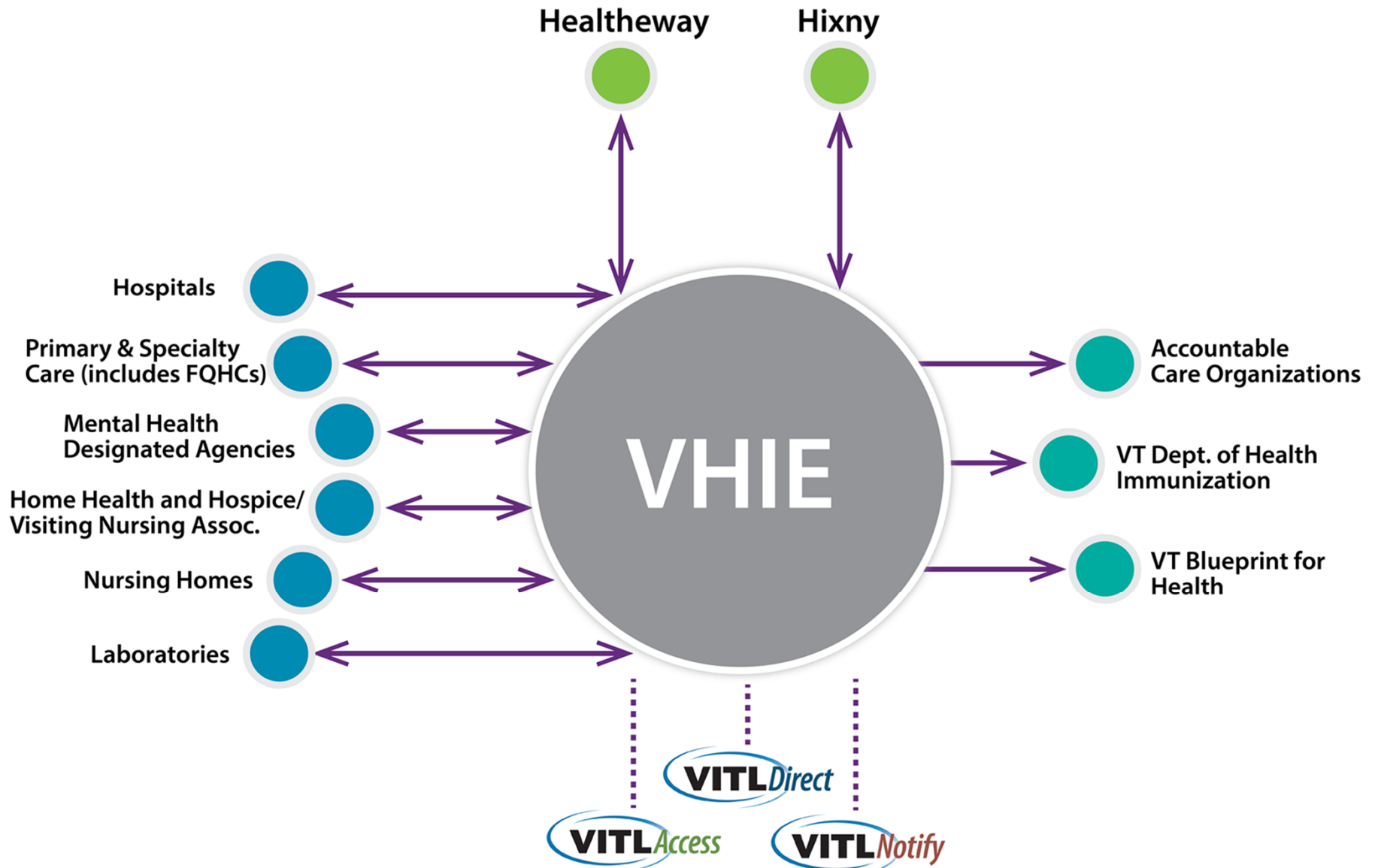
**Vermont Information  
Technology Leaders, Inc.  
(VITL) Update to  
Senate Finance Committee**

John K. Evans MHA, FACHE  
President and CEO

Nancy Rowden Brock  
Vice President Finance/CFO  
VITL

February 18, 2015





# VITL – FY15 Funding Highlights

---

- FY15 expenses projected to be \$6.2 million, based on current run rate
- DVHA grant funding for FY15 is \$4.5 million
- Leveraged HIT funds with Federal funding to bridge expense gap
  - VHCIP/SIM (State Innovation Model) - \$4.7 million (July 2014 – June 2016)
  - IAPD (Implementation Advance Planning Document) - \$1.3 million (January 2015 – September 2015)
- January 2015 VITL recorded its first steady non-government funding
  - Per member per month fee, previously paid under SIM grant, now charged to accountable care organization



# VITL Awareness Campaign

---

- Benefit of investment in developing VITL's services will only be realized if clinicians and patients are aware of the services and choose to use them
  - “educate the general public and health care professionals about the value of an electronic health infrastructure for improving patient care” - VT Title 18, Chapter 219, Subchapter 001, § 9351. (b)2
  - “HHS will educate consumers from diverse cultural and socioeconomic backgrounds on HIE and what it means for them.” - ONC & CMS Principles and Strategy for Accelerating Health Information Exchange (HIE)
- For Vermont's clinicians:
  - VITLAccess informs decision-making: higher quality, safer and more cost effective care
  - Blueprint for Health gateway drives use of data for population health management
  - ACO Gateway drives use of data for analytics
- Informed patients can drive provider adoption:
  - Are all the clinicians involved in my care looking at all my information?
  - Will it result in not having additional tests/procedures?
  - Will it result in my paying less?
  - Should I give consent to allow use of the VHIE?
- Statewide public opinion survey (Feb 2014): less than a fifth of Vermonters are familiar with VITL and its services



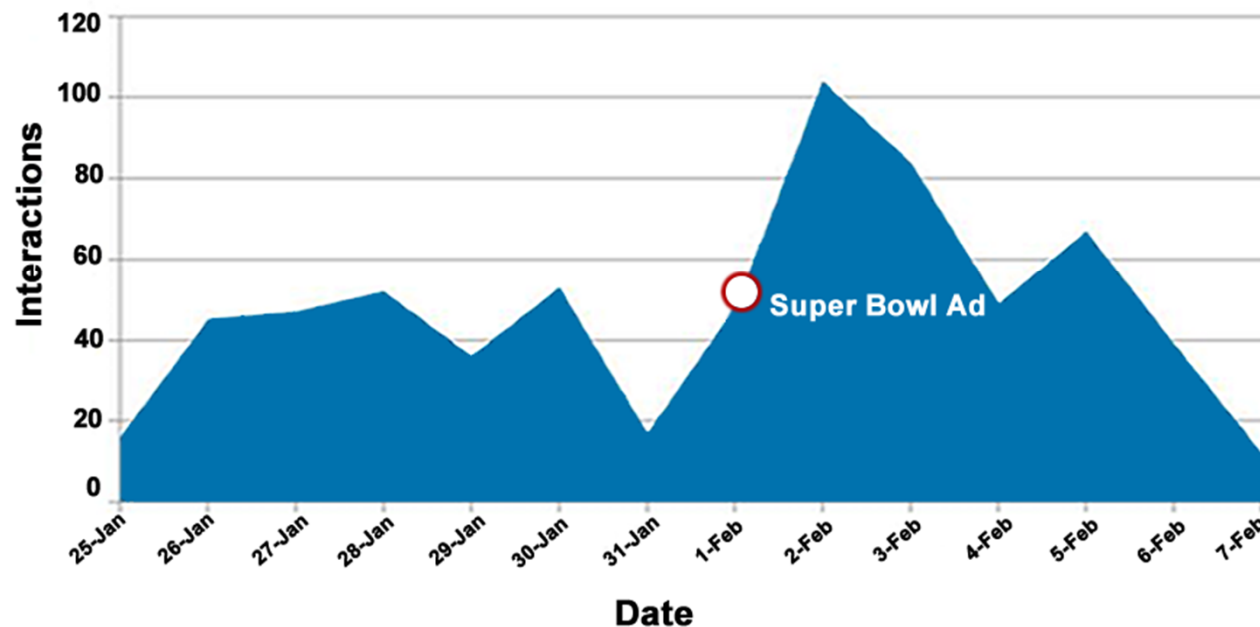
# VITL Awareness Campaign

---

- Clinicians who have adopted VITLAccess are using it: results as of February 17, 2015 (general availability began in December, 2014):
  - 482 users at 41 healthcare locations
  - 32,587 queries on 6,076 patients: average at least 5.4 data points per patient
  - To date patient's consenting to allow their providers to access VITLAccess: 96%
- Funding
  - Many of VITL's programs and projects are supported with State (HIT Fund) and federal funding, including the Awareness Campaign
  - Entire Awareness Campaign funded by the 90/10 match (federal/ State)
- VITL seeks to use funding effectively and efficiently
  - Total Awareness Campaign budget: \$195,000
  - Super Bowl ad: \$10,800 or 5.5%
  - The Super Bowl ad was a cost effective and efficient way to reach Vermonters



## VITL.NET Website Interactions



- On Super Bowl Sunday sessions on the VITL website increased 200% when compared to the previous Sunday (1/25).
- The day after Super Bowl Sunday, Monday (2/2) sessions on the VITL website increased 131% when compared to the previous Monday (1/26).
- Since the Super Bowl, overall week-over-week sessions on the VITL website increased over 100% (1/25-1/31 compared to 2/1-2/7).

