



eHealth Maturity Assessment

Webinar Take-away

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GEONETRIC[®]

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EHEALTH MATURITY ASSESSMENT

When healthcare providers look at their eHealth strategy, many often focus on a wish list of possible site features that are prioritized by how hard they are to implement. It becomes easier to make a list and check off the items, rather than focusing on the business objectives that affect the organization's success. At Geonetric, we're seeking to change this. We're providing a new approach to help healthcare providers realize more value from their eHealth strategy.

Using our research and insights from working with hospitals, we've developed a model to represent the overall maturity of a healthcare provider's eHealth efforts. The eHealth Maturity Model provides a structure that allows you to measure the success (or failure) of your eHealth strategy. Each stage in the model represents a stepping-stone to the next stage. The value of the subsequent stages cannot be fully captured without a mastery of previous stages.

The eHealth Maturity Model

Here's a look at the eHealth Maturity Model:

eHealth Maturity Levels
Level 1: Critical Mass in Adoption
Level 2: Measurable User Satisfaction
Level 3: Demonstrable Change in Outcomes that Matter to our Core Business
Level 4: Flow-through to ROI
Level 5: Insight fo Strategic Decision-making

At Level 1: Critical Mass in Adoption, organizations value usage of the site and are focused heavily on usability, making sure visitors to the site successfully complete tasks.

Level two organizations, however, look past usability and concentrate on the overall experience users have on the site. At Level 2: Measurable User Satisfaction, organizations seek to create an experience that users will prefer over the traditional approach for accomplishing the same end result. Both of these levels are necessary to success.

Once organizations have moved successfully through the first two stages, they can begin focusing on maximizing the value created for the organization. At Level 3: Demonstrable Change in Outcomes that Matter to our Core Business, organizations concentrate on non-financial success metrics.

At Level 4: Flow-through to ROI, organizations take on the more challenging task of translating those measures of success into dollars and cents.

In the final stage of the model, Level 5: Insights for Strategic Decision-making, organizations look at the transformational power of eHealth and its ability to change the fundamental delivery of its healthcare services in the future.

How to Use the Model

This model should help you assess the success of your eHealth strategy. By answering the following questions, you should be able to determine in which stage you should focus your efforts. Success is not found by trying to skip to Level 5, but by mastering each level to its fullest and then proceeding to the next step. To master a given level, you must be able to answer "yes" to all of the questions (or check each component in the affirmative).

Do you have critical mass in adoption?

Questions to assess your Level 1 success

1. Do you have tools that measure utilization of your eHealth software in real-time?
 - Yes, I can see activity online, 24/7, and generate aggregate reports.
 - No, I have to ask for a report to be generated.
 - No, I have no idea where I would find this information.
2. Can you prove that users complete tasks 90 percent of the time successfully?
 - Yes, I have recorded real-time views of users completing tasks successfully.
 - No, I can't prove success rates.
3. Can you show that users adopt your software quickly and at an increasing rate?
 - Yes, I measure adoption rates and can show an acceleration in adoption.
 - No, I measure adoption but it isn't growing.
 - No, I don't know how to measure adoption.
4. Can you show that you're communicating the benefits of using your eHealth software to end users on a regular basis?
 - Yes, I have a defined communication plan to regularly tell users about the value my software provides to them.
 - No, I expect my users to figure out how my software benefits them.

Do you have measurable user satisfaction?

Questions to assess your Level 2 success

1. Do you perform annual surveys of site/portal visitors and users to gauge their overall satisfaction with it?
 - Yes, we have actionable data from user surveys that measures their overall satisfaction with our Web site/portal.
 - No, we depend on our internal stakeholders or vendors' opinions.
2. Do you collect email addresses and send follow-up surveys to users that have completed (or failed to complete) a transaction to measure their satisfaction with the transaction?
 - Yes, we collect email addresses at most transaction points and use them for research.
 - No, we don't have the ability to collect email addresses easily or we don't use them for further research.
3. Can your software automatically prompt users for their feedback immediately after completing a transaction (e.g. after every appointment request/scheduling attempt)?
 - Yes, we append surveys to major transactions and ask for feedback.
 - No, we rely on patients to send us a complaint via our contact form if they're unhappy.

Have you realized a demonstrable change in outcomes that matter to your core business?

Questions to assess your Level 3 success

To master Level 3, you must be able to check the majority of the options in these questions.

1. Do you measure and monitor the impact that your eHealth initiatives have on patients in the following areas?
 - Health promotion
 - Compliance with preventative measures
 - Chronic disease management
 - Adherence to care regimens
 - Education on conditions that they face
2. Do you measure and monitor the impact that your eHealth initiatives have on your mission in the following areas?
 - Consumer education
 - Reaching and serving underserved populations
 - Growing charitable giving
3. Do you measure and monitor the impact that your eHealth initiatives have on your research in the following areas (for research institutions only)?
 - Identifying and connecting researchers with collaborators
 - Publicizing research efforts to health consumers
 - Identifying and enrolling health consumers in clinical trials
 - Sharing research results
 - Promoting the research brand of the organization
 - Growing research funding for the organization

Do you measure ROI?

Questions to assess your Level 4 success

1. Do you capture project and campaign costs (including staff costs) in a way that allows you to perform ROI calculation?
 - Yes, we have a comprehensive expense capture process that provides this visibility.
 - No, but we capture costs associated with projects other than staff time.
 - No, we have no visibility to this information.
2. Do you perform periodic ROI evaluations on your major initiatives?
 - Yes, we perform this analysis on every initiative.
 - No, we've tried, but the systems that we have in place make this process cumbersome or impossible to track.
 - No, we lack the expertise to perform this analysis.
3. Do you have a real-time or near real-time expected ROI dashboard?
 - Yes, we watch our progress on this closely.
 - No, but we track non-financial input metrics in near real-time.
 - No, we can't get this information in a timely fashion.

4. Do you meet regularly with finance to ensure that the numbers you generate for ROI will be accepted by the organization?
- Yes, we have a documented standard for developing ROI.
 - No, we've met with them, but have no clear guidance on what they will accept.
 - Wow, that's a really good idea...

Do you utilize eHealth insights for strategic decision-making?

Questions to assess your Level 5 success

1. Are you using eHealth tools when looking at solving the organization's biggest strategic challenges?
 - Yes, we're actively exploring and/or implementing some eHealth initiatives that we view as fundamental game-changers for the organization.
 - No, but those tools are in the consideration mix.
 - No, but we will be in the future.
 - We'd like to, but don't really understand how to apply them.
 - There is little or no interest in this at our organization today.

2. Is someone within your executive leadership team responsible for organizational change using eHealth tools?
 - Yes, this is a strategic initiative for the organization and incentive compensation for one or more executive team members is connected to its success.
 - No, while we have someone tasked with this function, there is no formal involvement by our senior leadership team.
 - No, ownership of eHealth initiatives has been pushed too far down in the organization for them to drive meaningful change to our organization.

3. Do you have an organizational goal that X% of revenues come through the eHealth channel five years from now?
 - Yes, we have established objectives that a significant component of our revenue will be connected to eHealth in the future.
 - No, we hope this will occur, but don't have any goals related to that hope.
 - No, we don't envision this as a measurable component of our business in the foreseeable future.

If you were able to answer "yes" to all questions, congratulations! If not, this tool should help you determine in which stage you should focus your efforts in order to realize the most value from your eHealth strategy.

You can find more information about Geonetric's eHealth Maturity Model on our blog, GeoVoices, at www.geovoices.wordpress.com. If you would like assistance, Geonetric's eHealth strategy team is available to help. Give us a call at 800.589.1171 and we'll work with you and your team to get you on the track to true eHealth success.