

# MedPlus® and the Direct Project: Leading the Way in Creating Connections

## Put Direct Project Protocols to Work for Your Network

*Care360 EHR is one of the first EHRs to use Direct Project protocols, enabling greater communication and care collaboration among physicians and with their patients.*

As a hospital considering an investment in information technology infrastructure, you value solutions that include industry best practices as well as leading-edge innovations. MedPlus is an established provider of innovative IT solutions, delivering effective and intuitive tools to hospitals and physician practices.

Our experience has positioned the organization to take a leadership role in the national, cross-collaborative Direct Project. MedPlus was among a select group of vendors who influenced and helped design Direct Protocol exchange standards. MedPlus thought leaders have also driven major work groups, including Reference Implementation, Best Practices, Communications, and Implementation Geographies.

Direct Project standards are already integrated into Care360 EHR, providing you with the benefits of this expertise and giving you the tools to:

- Empower physicians to securely send and receive messages with any other physician, even those outside the vast Care360 network, for immediate conversations and collaboration.
- Provide every physician in your network a unique Direct Project e-mail address.
- Expand as physicians come online to help build teams for providing care.
- Offer a process for exchanging data and a user interface that is intuitive, familiar, and as easy to use as e-mail.
- Enable message and information exchanges necessary to facilitate Stage 1 Meaningful Use, including sending summary of care information to patients.



## What is the Direct Project?

The Direct Project specifies a simple, secure, scalable, standards-based way for participants to send authenticated, encrypted health information directly to known, trusted recipients over the Internet.

This collaboration of more than 50 providers, states, Health Information Exchanges and Healthcare Information Technology vendor organizations was created with the intention of benefitting patients and providers by improving the transport of health information — making it faster, more secure, and less expensive.

The Direct Project provides for a universal e-mail-like address for all participants. With Direct Project protocols built in, Care360 EHR enables all physicians to securely send and receive messages with any other physician.



## Connecticut Pilot Program Demonstrates Collaboration

Care360 EHR is an anchor participant in one of the key Direct Project pilot programs that will demonstrate linkages between a hospital, primary care physicians, and patients. It involves physicians using complete EHRs, such as Care360 EHR, as well as those with only e-mail access.

In collaboration with Medical Professional Services (MPS) and Middlesex Hospital, we're working with vendor partners such as Microsoft® HealthVault™, eClinical Works®, and Docsite® (Covisint®) to show how Direct Project protocols can work. Care360 is enrolling physicians to demonstrate the process for four common clinical activities or use cases:

- Referring a patient to a specialist with an electronic summary care record.
- Sending a summary care record from a specialist back to the referring provider.
- Delivering hospital-ordered lab results electronically back to an ordering provider.
- Sending information at the conclusion of an office visit to the patient's PHR.

## Connecting Hospital Physicians to Direct Project

As the Direct Project demonstrates success, this protocol will make it important for all physicians – acute and ambulatory – to be connected in this way. That means acute data exchange technologies will need to support communication using these e-mail addresses.

Care360 Data Exchange offers your hospital a way to connect, via a multi-tenant Healthcare Internet Service Provider (HISP) solution that supports your hospital and ambulatory physicians. The HISP is both a way of managing security and transport of data, as well as an organizational model that acts on behalf of the hospital and physician for data exchange.

MedPlus designed its HISP architecture to support Direct Project transactions so you can:

- Quickly and easily leverage the connectivity benefits of the Direct Project for your physicians in and out of the hospital.
- Own and custom-brand your network to encourage provider loyalty and physician affinity.
- Empower physicians in your network to talk to each other and share information, even if they're already using different EHRs, for greater care collaboration.

Together, Care360 EHR with Data Exchange addresses your top business priorities and solves the most challenging problems faced by healthcare enterprises — electronically linking community physician practices to your hospital.

By utilizing Direct Project protocols, Care360 maximizes interoperability for your hospital and your affiliated physicians. You'll be able to connect with third-party systems using this open-source, connectivity enabling software and be a part of the broader national strategy of the Nationwide Health Information Network, which will serve as the foundation for exchanging data across diverse entities.

Greater connections help you enhance your hospital-provider relationships to secure your referral base, grow your patient population, and maximize efficiencies to provide collaborative care across your enterprise.

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