

Infor Cloverleaf Integrated Patient Health Repository (CIPHR)

Business Plan

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Section 1

Issue Analysis 1

Infor Cloverleaf Integrated Patient Health Repository, or CIPHR, is an effort to put patients in the driver’s seat of their own clinical data. For far to long, clinical data has been only available to the physician that entered that information. Sharing data between physicians is a near impossible task when both use the same EMR system. Now imagine the challenges when the patient enters a new care setting. That legacy data is no longer with the patient and is stuck in a siloed system. Infor CIPHR is an attempt to cure that problem, by putting the focus of care back on the patient and letting the patient be the core of all data and interactions. By utilizing the new FHIR API standards, HIPAA-compliant semantic data stores, an industry-leading integration software, and 20+ years of clinical integration experience, Infor CIPHR will revolutionize how patients access information about themselves, and start a massive shift back towards patient-centric care.

Infor CIPHR is also a focus on the new trends and technologies in the wearable space. Patients that are using these devices are very willing to share this information with their providers, but do not have a standard way to do so. Infor CIPHR will solve this problem by presenting the collected information to providers in a single dashboard for all devices. Providers now have the option to prescribe patients ‘dumb’ devices that are not capable of Bluetooth, wireless, etc. Patients can simple snap a picture and upload the result directly to Infor CIPHR for the provider to review remotely, saving time and cost for both parties. With Patient Generated Health Data trending exponentially upwards in a clinical setting, it is critical that patients and providers be given a tool that can manage the petabytes of data in a single application, and CIPHR aims to solve that problem.



Section 2

Solution Description 2

Infor Cloverleaf Integrated Patient Health Repository, or CIPHR, is a new technology that aim at two separate end users: The user (patient) and providers (physicians, hospitals, ACOs, etc.). This description will focus on both sides of the application, while maintaining the central theme of patient-centered control and access while maintaining rigorous security throughout the entire process. Sharing data and information needs to be simple, but security is of the upmost importance.

Infor CIPHR is initially designed as a simple to use application for patient self-enablement of care and data management. Currently, patients have very limited, if any, access at all to their medical records. By moving data stores into a cloud application with patient access and security as the primary focus, this will create a shift in the healthcare market towards patient-centric care, which is an aim of the HITECH act and Meaningful Use. Users will have the ability to manage all records and data that is associated to themselves. This will allow a currently unavailable view for the user into their entire health. This data will be displayed in several locations throughout the application for easy access and understanding, by using universally accepted and preferred designs.

Users will have the ability to create and manage several user profiles, that include family members such as spouses, children, and elderly parents. By allowing this access, care can be managed at a much more granular and open level, all while maintaining the same security standards required by HIPAA. Infor CIPHR will also be a repository that users can utilize to store information such as blood types, allergies, primary care providers, advance directives, and insurance cards and information. The aim of all this technology is to provide a single point for patients to manage every single aspect of their care and well-being.

Users have the ability to safely, securely, and quickly share information to other medical providers that may not have had access to that data previously. When a patient moves from provider to provider, many times critical data is lost during the transfer. Medications, past procedures, and allergies may not be available to new providers, who desperately need that information before making any medical decisions. Infor CIPHR will manage all the sharing and transmission of data between provider environments, ensuring that patients receive the best care possible by providing all relevant data to providers.

Users will have the ability to securely communicate with their providers through a secure communication platform that is embedded in Infor CIPHR. This grants users immediate access to providers for questions, comments, and concerns that otherwise where not available unless the patient schedules an office visit.

Users will also have the ability to manage all wearables and smart devices through a single, unified dashboard. Currently, if users have several different smart devices that they rely on, they have to manage several different access points. With Infor CIPHR, the data from all connected devices will be collected and aggregated in a single dashboard for easy understanding, sharing, and ingestion. Device data can also be easily shared to providers that wish to access this data

Providers will also be able to access key features with the Infor CIPHR application. Providers want to have data that is created by other providers related to their patients. Many adverse medical events could have been avoided if providers had relevant data that was created by others, such as new prescriptions that may react adversely with other drugs. By providing a methodology for providers to quickly access, review, and import records into their current workflows, patient care can drastically improve immediately, all while keeping provider experiences positive and easy to understand and use.

Providers will have all the same abilities as the patients described above, with the focus still remaining on patient-centered care, security, and ease of use. Providers will be able to easily and securely import or export any data that might be linked to a particular patient. Regardless if that data is an image of a paper record, a dental report, or fitness data from a wearable device, providers can either view the information directly from the Infor CIPHR dashboard, or import the information directly into their preferred EMR and workflows. This is achieved by utilizing the embedded Infor Cloverleaf integration engine, which has been a market leader for 20+ years in the integration space.

Providers will also be able to access any information that a patient may have relating to them in the event of an emergency. When a patient is admitted into a hospital while unconscious, it is impossible for providers to collect any relevant data from that patient. By utilizing Infor CIPHR, and ‘breaking the glass’ on access to the data, the provider will now have the relevant information to make life-saving decisions, that is not possible with segmented data systems.



Section 3

Financials 3

Infor CIPHR will be able to generate revenue from both users and providers alike. Providing a platform designed this way will require payment from both groups. Patients will be offered a freemium version, that allows for a specific amount of data storage. Once that data storage is exceeded, users will be able to upgrade to a larger storage platform. This module is used globally by applications such as Dropbox, Google Drive, Microsoft OneDrive, and similar. Patients are willing to pay for more data storage, which will offset the cost of renting more server space for Amazon Web Services. Patients will pay a minimum cost to upgrade their data storage limits. It has been proven time and time again that free services do not get used after a certain amount of time has expired. Likewise, users will not adopt the Infor CIPHR platform if the cost of entry is to high. This is why a free module will be offered, which will include ~2gb of free data storage. Users can then upgrade to one of several incremental data plans that range from 5gb to unlimited storage. Costs to the user will vary depending on the storage plan chosen, and if paid in full for the year or monthly.

|  |  |  |
| --- | --- | --- |
| Plan | Storage limit | Est. Cost |
| Free | 2 gb | Free |
| Small | 5gb | $9/month, $99/year |
| Large | 50gb | $19/month, $200/year |
| Unlimited | unlimited | $39/month, $400/year |

The bulk of revenue from Infor CIPHR will be generated from the provider side of the application. Providers have a much higher ability to invest in a platform to ensure quality patient care and patient satisfaction. Several channels of revenue will be available for providers to decide upon. Providers may need to only access Infor CIPHR for a single (or several) patients. This will allow the provider access, without having to charge for full system access. Full system access will provide all functionality of Infor CIPHR via a yearly license, including maintenance. If providers do not have an EMR that can ingest messages easily, Infor CIPHR can be configured to communicate in any number of widely accepted formats. This connection can be created via an hourly charge, which will include yearly maintenance to support the connection. Financial numbers have not been processed for this module completely yet, and it is Infor’s discretion to not share this information publically yet, until the entire pricing module has been completed.



Section 4

Engagement & Rollout 4

Infor CIPHR will be targeted for rollout on multiple fronts. Individual users will be targeted to adopt the product, as well as Hospitals, ACO groups, Individual Physicians, and Public/Private HIE groups. Engagement and Rollout can not be aimed at a single group at a time. If patients adopt the platform, but providers do not, then it will be useless for patients. Likewise, if providers adopt the platform, but no patients are using the platform, then the providers will perceive a useless investment. This cannot happen, and either example would derail a successful product launch. Only by focusing efforts jointly towards both user groups will Infor CIPHR succeed.

End-User Rollout: Users will be targeted using manly of the normal marketing channels that are available today, including Facebook, twitter, other social media platforms, video marketing, email marketing, paid advertisements, sharing incentives, and other traditional channels of marketing. Infor will utilize its internal marketing division to accomplish this goal rapidly. When provider begin to come on-board, they will be given marketing material to display in their offices to encourage user signups

Provider Rollout: Providers, Hospitals, ACO groups, and all other providers will be targeted by a direct sales effort. Infor has a very large direct and channels sales staff that have focused entirely on healthcare organizations for many years. Existing partnerships will be targeted initially, while new members will be targeted using a separate team of sales members. Additional traditional marketing will take place, targeting decision makers in a provider setting to encourage incoming leads and adoption.



Section 5

Provider Partnerships 5

Currently, there are no existing provider partnerships that have been discussed with entities outside of Infor. This, however, is a small problem. Infor currently has 1000+ customers that utilize Infor Cloverleaf as an integration platform. Those current customers can easily be contacted to become a pilot or beta partner with Infor CIPHR. This is a clearly defined internal Infor process, that includes very rigorous requirements to become partners. Existing Infor Lawson customers may also be targeted to become development partners for Infor CIPHR. Roughly 72% of hospitals in the United States are running an Infor application, which can easily be leaned upon for development input and partnership agreements. Additionally, Infor applications are used in 21 of the top 25 IDNs in the US, has 5,000+ customers in 30+ countries, and touches 250 Million patient lives daily. Finding an early adopter that will agree with Infor’s vision for CIPHR will be a minimal effort.