



# Business Development Update

## **HealthNet connect Grows UP!**

It's hard to believe that just four years ago HealthNet connect (HNC) was a UnityPoint Health grant project under the Rural Health Care Pilot Program (RHCPP). There were literally dozens of Rural Health Care Consortia similar to HNC created across the nation under the same grant. During that time HealthNet connect was not even the largest Consortium in Iowa. HNC had roughly 80 participant hospitals and clinics (most of which were UnityPoint Health affiliated), in two states (Iowa and Illinois) and only provided a connection to the HNC private fiber optic network.

Fast forward four years and today HealthNet connect has close to 300 participants (the majority are not affiliated with UnityPoint Health), in six states (Iowa, Nebraska, Wisconsin, Illinois, Missouri and Minnesota). This makes HNC the 3rd largest and most expansive of the originally created Rural Health Care Consortia in the nation. Additionally, through HNC Services, HealthNet connect now provides a range of eHealth, broadband and technology services to its participants.

So, what does being the 3rd largest Rural Health Care Consortium mean to our participants? With the growth of the consortium came the growth of the HNC team. The HNC team has the skill and experience to deliver and support some of the most complicated technical services using our privately owned technology infrastructure. Since we provide technology services to many of our participants we can better scale best practices across the consortium. More importantly, our participant hospitals and clinics provide exceptional care to literally millions of patients across our consortium and many of these patients see providers in various locations within the consortium. HNC is developing tools to allow for robust, secure communication and exchange of patient information for our clinical providers within the consortium. Tools such as Telehealth and Health Information Exchange (HIE) capabilities allows for better care coordination and more efficient population health management.

The HealthNet connect team are excited about the growth, however the focus remains the same, to provide technology-enabled healthcare that allows consortium participants to make a difference in the lives of the communities they serve.

Rodney Brown, Executive Director and CEO

## **HealthNet connect HCF Project Update**

The HealthNet connect (HNC) Consortium continues its health care broadband expansion initiative across the Midwest through the Healthcare Connect Funds (HCF). The HCF provides significant discounts to eligible not-for-profit health care entities for broadband connections.

HealthNet connect has successfully completed Phase 1 and Phase 2 of the HCF and is currently implementing Phase 3 which will add more than 150 new participants to our consortium.

We will kick-off a Phase 4 in 2017 as new health care providers are currently in discussions to join the consortium.



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## *BroadNet connect focus on Security*

As we approach the summer travel season, security should be reemphasized as employees are connecting to networks outside the office. Staying constantly connected has never been easier thanks to all the Software as a Service (SaaS) and cloud solutions that are common in many businesses.

This means that it is even more imperative to make sure security practices are being followed. A regional bank partnered with BroadNet connect to connect to our private broadband network and to manage their firewalls. They chose BNc because the use of internet connections on public terminals, computers, and phones all share in potentially carrying an open door into data. The regional bank wanted to take steps to ensure corporate information stays secure.

There are other things businesses can do to protect data like ask employees to change their passwords after traveling, especially if they have a Single Sign-On (SSO) solution that grants access and always extend perimeter security as far as possible. In addition, use two-factor authentication services whenever possible to help protect against key loggers.

The Internet of Things (IoT) is exciting because it makes the world smaller, however it also bring risks. As we are doing with the regional bank, BroadNet connect can help solve some of the complications created by IoT. We will help you stay up to date on network security, and will always look for ways to create a more secure environment!

## *BroadNet connect Community Focused*

BroadNet connect (BNc) completed an audit covering the overall management of the Broadband Technology Opportunities Program (BTOP) administered by the National Telecommunications & Information Administration (NTIA). The grant awarded BNc \$24 million and resulted in the start of the BNc business in addition to; creating jobs, improving education, health care, and public safety in rural communities across Iowa.

A total of 51 recipients were audited across the nation and BNc was ranked #3 in the nation for strength in the areas of; business sustainability, strategic plan, Community Anchor Institutions (CAIs) connected to our network, grant compliance and customer satisfaction.



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## *HealthNet connect enabling HIE and care at a distance*



As the number of HealthNet connect participants continues to rapidly increase, the potential that Health Information Exchange can provide in closing patient care communication gaps has been at the forefront of our minds. HealthNet connect was essentially built for private, secure exchange of medical information, Telehealth and technology-enabled health care.

To develop our HIE capabilities HealthNet connect joined DirectTrust in early 2016. DirectTrust is a non-profit health care industry alliance that has established and maintains rules, standards, and policies associated with the operation of the security and trust-in-identity layer for direct messaging.

Capabilities such as Direct Messaging is a simple, secure, and easy to use method for clinicians to electronically communicate with each other to exchange patient information regardless of health system affiliation or electronic medical record. Direct messaging works similar to email, except it has additional layers of encryption and technical infrastructure to keep the information secure and HIPAA-compliant.

While there are other state specific HIE initiatives underway, HealthNet connect will allow participants to send Direct messages to other participants in the multiple states HealthNet connect operates in (Illinois, Iowa, Minnesota, Missouri, Nebraska, & Wisconsin). HealthNet connect will be implementing HIE capabilities in the third quarter of 2016.

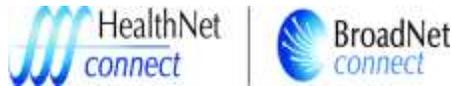
## *HealthNet connect Telehealth*

Implementing a telehealth program provides many benefits but can seem overwhelming. That's why HealthNet's eHealth team is here to help! We walk with you every step of the way to ensure your telehealth program is built for success. In addition to our 24/7 technical support, HealthNet connect can guide you through the process of addressing:

- Program development
- Site assessments
- Workflow redesign
- Project management
- Customized training
- Technical Infrastructure



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***“Our mission is to integrate new business concepts and related technologies seamlessly within our clients’ organization. As a business partner and technology adviser, we will provide the best services, support and infrastructure enabling healthcare organizations, school, government and business entities to make a difference in the lives of the communities they serve.”***

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