



- Implementing HL7 Integration on Your Terms



# Agenda

- Interoperability, a simple definition
- What can integration do for me?
- Methods to interface/integrate
- Challenges of interfacing/integrating
- 7 Key factors to successful integration
- Why use an Interface/Integration Engine?
- eTransX Solution Overview



# Interoperability is...

- Interoperability means the ability of health information systems to work together within and across organizational boundaries in order to advance the effective delivery of healthcare for individuals and communities\*.

\*IHE Definition



# What can Integration do for me?

It will  
make it harder to do the wrong thing!  
&  
make it easier to do the right thing!



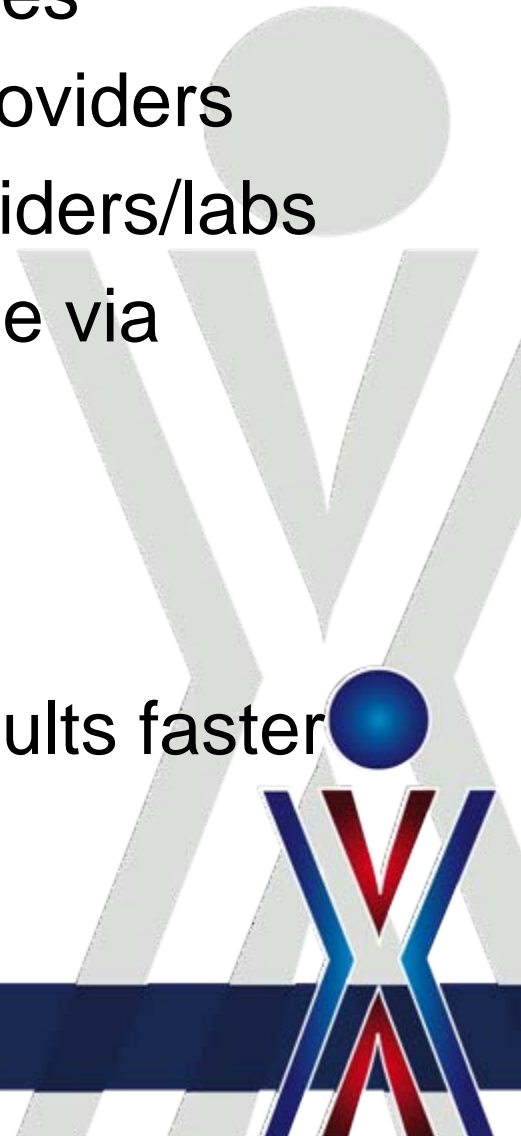
# What can Integration do for me?

- Significantly impact your bottom line.
  - » Improves Patient Care
  - » Reduces Liabilities
  - » Increases Operational Efficiencies
  - » Turns Integration from a liability to an asset
- Impacting factors
  - » Improved Work flow – Right information at right time
  - » Decreased data entry
  - » Reduced costly errors
  - » Predictable and repeatable implementations
  - » Improved efficiency through data synchronization
  - » Facilitates Meaningful use



# What can Integration do for me?

- For Outreach, out of network activities
  - » Streamlines communication to providers
  - » Strengthens relationships to providers/labs
  - » Increases the hospital/lab revenue via referral
  - » Improves work flow
  - » Decreases data entry for all
  - » Receives patient data/orders /results faster
  - » Facilitates Meaningful Use

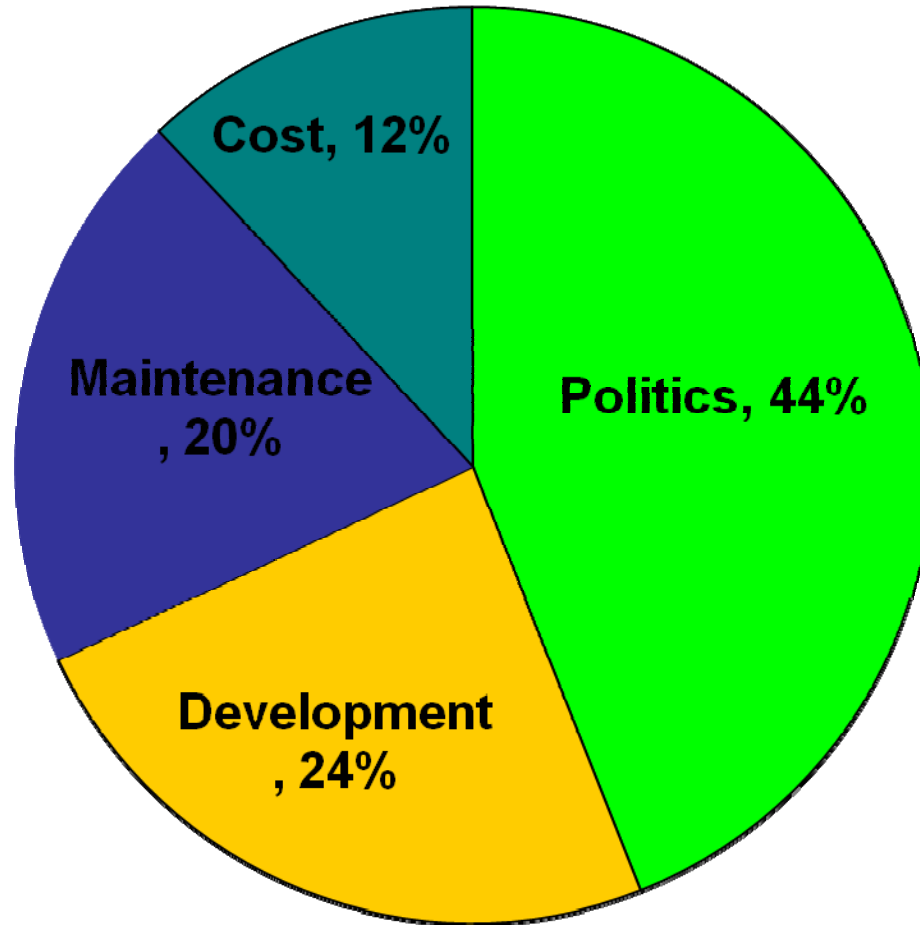


# Methods to Interface/Integrate

- Interface Architecture
  - » Point to Point
  - » Hub and Spoke (Interface Engine)
- Development methods
  - » Custom-Programming
  - » Configuration-driven approach
- Communication options
  - » VPN
  - » HIPAA-compliant, SSL transaction



# Integration Challenge Breakdown



# Interfacing/Integration Challenges

## Technical

- No TRUE standards to follow
- So much variation in HL7 standards implementation by vendors
- Complexity in integrating with various HIS, EMR, LIS
- Knowledge lost in employee turnover

## Cost

- Cost of Integration – Port/Interface fee from EMR/HIS vendors
- Not enough IT expertise at the Provider Level
- Consulting/Implementation cost to build and maintain an HL7 Interface

## Time

- Customers need interfaces done Yesterday
- Takes long time to implement an HL7 Interface



# 7 Key factors for Successful Integration



# 7 Key factors to Successful Integration

1. Know your Goals
2. Know your constraints and your Role
3. Have an Integration Solution Toolset
4. See the big picture; Understand the costs
5. Set the expectation of Stakeholders
6. Be Flexible in your Approach
7. Communicate often



# Know Your Goals

- *What are you expecting to gain from an interface?*
  - » Eliminate duplicate data entry?
  - » Synchronize information between two systems?
  - » Share patient information?
  - » Share lab results?
  - » Exchange financial data?
  - » E-Prescribing?
  - » Outreach needs?



# Know Your Role

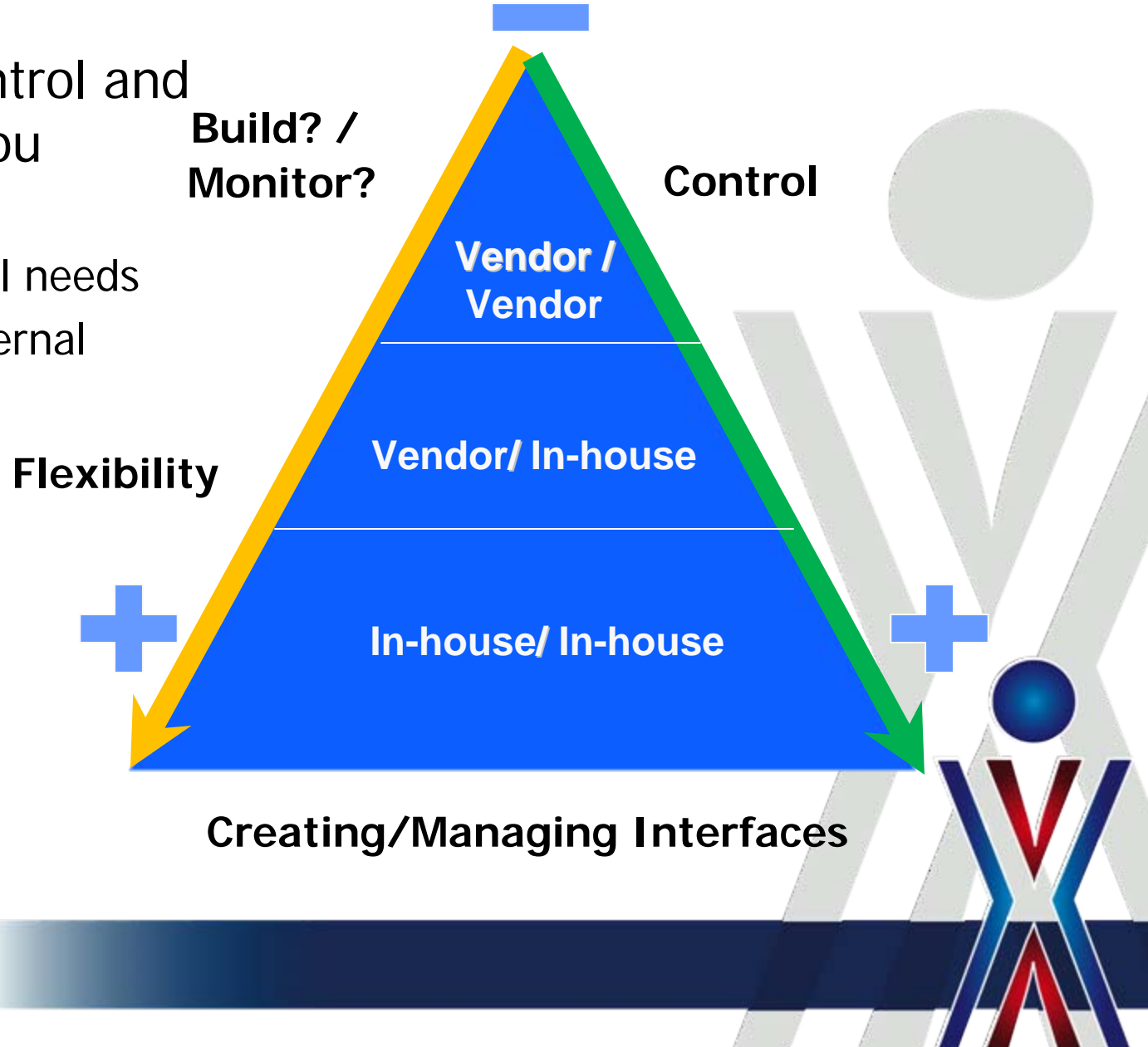
- What are your resources?
- How much do you want to participate?
  - » Vendor builds, Vendor monitors?
  - » Vendor builds, you monitor?
  - » You build, you monitor?
- Internal Integration
  - » What departments have to be involved?
  - » Other projects?
- External Integration
  - » What are their resources?
  - » Are they going to work with their vendor?



# Have an Integration Solution Toolset

- How much control and flexibility do you need?

- » Simple internal needs
- » Outreach /external needs



# See the Big Picture

- What are my immediate needs?
- What are my needs over the next 3 years?
- What can I budget for technology or development?
- What will my communication costs be? VPN's?
- Outreach- What do I have budgeted for EMR fees?
- Infrastructure costs
  - » Hardware
  - » Software
- Labor Costs



# Set the Expectation

- Realistic time frame
- Understand your role and the role of others
- Will the software vendors work in this time frame?
- What're the source and target systems requirements?
- Have a clearly defined integration benchmark and desired results



# Be Flexible

- It's not your way or the highway!
- Every system has their own requirements/limitations.
  - Push data
  - Pull data
  - Port limitations
- Have a solution that contours to most needs.
- Requirements change frequently
- What is required to modify/change an interface?
- Start it modestly
- Expand over time as you develop Infrastructure, Processes and Experience



# Communicate Often

- Be in constant communication with all involved people/vendors
- Make sure everyone is present during testing
- Let partners and customers know of your ability to facilitate integration needs



# Why Choose an Integration Engine?



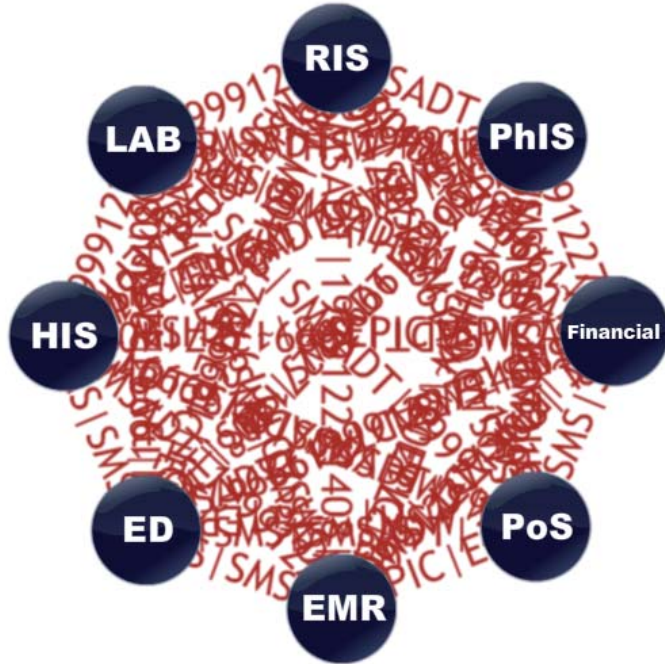
# Why choose an Integration Engine?

- Fastest time to production
- Monitoring capabilities
- Reporting options
- Reduced Cost
- Ability to modify existing interfaces
- Minimal port requirements

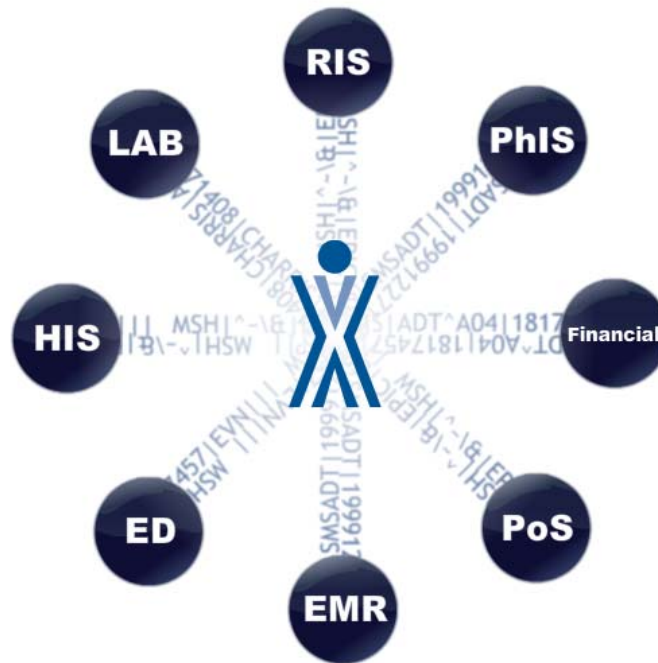


# Why an Integration Engine?

Point-to-Point  
Interfaces



Interfaces  
With an Integration Engine



# eTransX Solution overview

- Our Solution:
  - » eTX HEMI and eTX Stream
- Supports multiple versions of HL7
- Pre built interface library to many leading EMR, LIS, HIS etc systems
- No programming required!!
- Audit trails/traceability for all messages
- No VPN's required
- Many supported file types other than HL7



# Customer Experience

- “This has made a HUGE impact on our business!”  
– *Eric Henley, IT Director, Pathology, Inc.*
- “The simplicity in how eTX HEMI produces an interface is why we selected eTransX.. Now we’re able to respond quickly to our clients’ integration needs and create an interface in as little as a few hours” – *Jerry Franzella, CIO, Calloway Labs*
- “Thanks for your continued superb support! You guys are really wonderful to work with.” - *Melissa Knight, Senior Programmer, Online Medical Surgical*



**Contact us:**

**Jason Moore**  
**Sales Manager**

**jmoore@etransx.com**  
**615-620-7523**

**Visit our web site: [www.etransx.com/landing](http://www.etransx.com/landing)**

