HL7 EAC
Partnering Discussion

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Partnering Discussion - Agenda

- Background
- Principles
- Partners Rights and Obligations
- Revenue Model Discussion / The Role of Affiliates / Universities
- Referral and Co-Marketing / Avoiding Brand Dilution
- Next steps
Partnering - Background

• Education Partnering strategy is part of the "re-envisioning HL7" effort

• Some of the concepts in this presentation are extracted from the work of the Re-Envisioning Task Force on Sustainability/Education and previous discussions (HL7 Partner Program)

• HL7 Education programs should work holistically and should be considered together
  – Credentialing +
  – Educator Certification +
  – Partnering
Partnering - Principles

- HL7 defines the **body of knowledge** ("BOK" - see 'Credentialing')
  - Based on the levels/types of individual credentialing
  - Partners and the community should give feedback about the BOK
- HL7 develops the **credentialing and testing** system, and **run the tests**
- HL7 defines a **fair global framework for revenue model**
- HL7 defines the **criteria for becoming a partner / maintaining the status**
  - Partners are **organizations**, not individuals
  - **Staffing** (i.e. skills/experience/training/# of trainers/ CEP status)
  - **Code of Conduct** (what is allowed and what is not)
- HL7 should get 'some fair share' whenever HL7 Education is being delivered
Partnering - Rights

• Utilize **HL7 Certified Educational Material**: courses, slides, exercises, simulators

• Develop its own educational material / delivery means (face to face, virtual, etc.)

• Appear on the **HL7 Education Partner page**: this page will list partners and link to the partner’s page and/or events

• Use the **HL7 Certified Education Partner** badge/logo

• **Receive revenue share** (when applicable – see revenue model discussion)
Partners - Obligations

• **Pay revenue share** (when applicable – see revenue model discussion)
• Use the logo and educational materials as defined by the code of conduct
• Alert HL7 on any **staffing change** (<# of CEPs)
• **Periodic reporting** to HL7 on events

• **Discussion:** Minimum price for offerings? What happens with 'free'?
Revenue Model Discussion (I)

- Revenue distribution needs to be role-based (Not all partners perform all roles)
- **Content Creation**: course design and development / maintenance
- **Content Delivery**: partner uses HL7 materials to deliver the course
- **Referrer**: partner publicize HL7's offerings and refer students
- **Convener**: partner manages registration and venue – even if virtual - , HL7 provides the trainers and content

- Roles/rules may vary for private organizations, universities and HL7 affiliates
Revenue Model Discussion (II)

- **Content Creation:**
  - 30% of revenue goes to Content Creation *

- **Content Delivery:**
  - 20% of revenue goes to HL7 *

- **Referrer:**
  - 10% of revenue goes to Referrer *

- **Convener:**
  - 40% of revenue goes to Convener *

- Roles/rules and %s may vary for private organizations, universities and HL7 affiliates

* Discuss % (**these are only examples**) and gross vs net revenue. Try to keep it SIMPLE
Other issues

Define rules/roles for referral and co-marketing

When will HL7 do co-marketing of educational events

How to avoid "brand dilution"
Next steps

• Discuss/review each one of these slides
  • Meeting + 1: agree on principles / partners rights and obligations
  • Meeting + 2: discuss revenue model
  • Meeting + 3: discuss special affiliates/universities role
  • Meeting + 4: discuss cobranding + brand dilution

• Roadmap for Partnering