MCG Health’s Journey to Help Reduce Prior Auth Burdens

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The beginning…

MCG Executives at HIMSS 2019

Leveraging Industry Efforts

The Da Vinci Project:

- Convened by HL7 International
  - A Health Care Standards Development Organization
- Da Vinci is an industry-led effort to:
  - Establish a rapid multi-stakeholder approach to address and implement critical use cases for the exchange of information between payers and providers
  - Minimize the development and deployment of unique solutions
  - Focus on reference architectures that will promote industry-wide standards and adoption
- Members include:
  - 12 payers, 10 HIT vendors, 3 EMRs, 8 Providers
The beginning…

MCG Executives at HIMSS 2019

- MCG’s CEO & VP of Product Management were in attendance (with myself and our Software Architect)
- They encouraged us to investigate the HL7® Da Vinci Project
- **HIMSS19** made the difference!
The first steps

Internal Awareness & Active Engagement

1. Held several internal education sessions (awareness is key)

2. Educated internal stakeholders on “the potential”

3. Engaged Executive Team & Product Management
   - Accept skepticism
   - Don’t oversell

4. HL7® Da Vinci Project documentation (IGs)
The First Connectathon

Time to Interact with the Team

- Bob, Viet, and Jocelyn’s support
- Demonstrated our SonF App
- Received a lot of feedback
- Strong participation from the industry

Montreal, Québec, Canada
The First Demo

‘Show & Tell’ Works
Testing the Waters

Does this really work?

- Would payers open to share their requirements (real-time)?
- Would providers trust the promise?
- How do we measure the ROI?
- Where do we (MCG) fit in?

Market validation is key
Stakeholder Engagement

Talk to Your Internal and External Customers

- Partnered with several HL7® Da Vinci Project members
- Encouraged MCG customers to join HL7® Da Vinci Connectathon
- Developed POCs (Use IG’s)
- Shared feedback in weekly calls
- No one knows the full potential, but everyone knows it’s worth trying

Don’t overhype it
HIMSS 2020 Excitement

Everyone Wants to Do Something

- Partnered with several HL7® Da Vinci members (Cambia, BCBS FL, ZeOmega, and others)
- Big win: POC with Epic and Cerner
- MCG internal teams started believing in the potential
- Key decision: MCG’s DTR App will support all payer content

Let market validation speak to the value prop
The Pandemic Hits Survival

Life is bigger than Da Vinci

HIMSS 20:
Global Health Conference & Exhibition
MARCH 9–13, 2020 • ORLANDO, FL

CANCELLED
**POC to Product**

**Strong Push to Productize CRD/DTR/PAS**

- Customer(s) interest helped
- Business case
- Executives’ language = $$$
- Focus on your first few customers

Iterative - Fail Fast and Learn
First Customers

Changing Customers’ Prior Auth Processes was a Challenge

- Worked closely with customers
- Developed CRD/DTR/PAS workflows based on IGs
- Trained internal teams (FHIR® standard)
- Mapped with customers processes
- Measured their burden ($$$)
- Engaged clinical and technical teams
- Outlined burden reduction (Automation) journey

This Step Takes Time – Be Patient
The CMS Proposed Rule

U.S. Government Accelerates the Timeline

- Added fuel to our fire – the MCG Executive Team is fully onboard
- Seized the opportunity – time to educate the market and our customers
- First few MCG customers loved being in the front seat
The Vision is Clear

Industry Recognized the Problem and the Potential Solution

- All of MCG is behind this initiative
- Developed company-wide initiatives
- Focusing on first few customers and their high-volume authorization scenarios
- There is still much work to be done
Lessons Learned

MCG Learned a Lot Through This 18+ Month Journey

- Provider engagement
- X12 vs. the HL7 FHIR® standard & CQL
- Customer processes
- Trust factor!

It’s a new beginning every three months
To ask a question:
- Submit via “question” box

Session recording will be available on Da Vinci’s Calendar: [https://confluence.hl7.org/display/DVP/Da+Vinci+Video+Presentations](https://confluence.hl7.org/display/DVP/Da+Vinci+Video+Presentations)

Interested in promoting your Da Vinci use case successes at an upcoming Community Roundtable:
Contact Alix Goss: [alix@imprado.com](mailto:alix@imprado.com)