

PQRI Survey: WellCentive

The American College of Physicians, a medical association representing over 126,000 doctors of internal medicine and medical students is asking all CMS certified PQRI Registries to complete this survey for our members. The responses to this survey will be made accessible to the College's members in order to assist our members in choosing a registry.

For more information on ACP please visit our website at www.acponline.org

PQRI Reporting:

1. *Official (commercial) name of the registry*
WellCentive Registry

2. *Contact Information*
Name: Paul D. Taylor, M.D.
Company: WellCentive
Address: 2451 Cumberland Parkway, Suite 3668
Atlanta, GA 30339
E-mail: pdtaylor@wellcentive.com
Phone number: (877) 692-6180

3. *Provide an overview of the product (please limit to 150 words or less).*

The WellCentive Registry system is a comprehensive, point-of-care, Web-based preventive care and chronic disease management solution that offers more features than any other available patient registry system at a cost (\$550 per provider per year) that is less than any other commercially available patient registry. WellCentive focuses heavily on integration and interfacing, so that the administrative and clinical data you need can be easily and electronically acquired. The WellCentive Registry interfaces directly with payer databases for P4P programs, which means that maintaining the data in the WellCentive Registry can automatically maintain the data in multiple payer databases. The WellCentive Outreach system is included with the WellCentive Registry and can identify patients who are due for care and contact them via a VoIP telephone system to deliver appointment and care reminders and connect the patients directly to their physicians' offices. Reminder letters can also be generated, manually or automatically.

4. *Describe the focus, e.g., patient or disease - e.g. supported diseases, if disease-focused.*

The WellCentive Registry is an all-patient, all-disease, all-payer system that can be used for both preventive care and chronic disease management. The WellCentive Registry also fully supports P4P programs, CMS PQRI, Clinical Integration, the Patient Centered Medical Home, and Clinical Research programs.

5. *One or more of the following conditions covered by the registry:*
 - *Any (customizable)*
 - *Asthma*
 - *Cancer screening or follow up*
 - *Cardiovascular Disease*

- *Depression*
- *Diabetes*
- *Immunizations*
- *Preventative Services*
- *Other*

6. *List the key functionality traits of the product (please limit to the top 10 traits or less).*

1. Web-based, all-patient registry system
2. Point-of-care decision support and patient alerts
3. Scalable for use with thousands of physicians' patients on a single instance of our application and database
4. Can be integrated or interfaced with outside HIT systems in order to electronically receive and send patient data
5. Includes comprehensive reporting tools, including a built-in report designer comparable to Crystal Reports
6. Includes the WellCentive Outreach system, which can automatically contact patients using VoIP telephone calls or by letter to remind them about the care they need
7. Includes a Secure Messaging system that allows patients and providers to securely message each other about patient care issues
8. Includes a Patient Portal, which allows patients to sign in to the system from home and also serves as a Personal Health Record
9. Includes a Patient Report Card, which allows each physician to customize and share a printed summary of the information contained in the WellCentive Registry database with any given patient
10. Includes a comprehensive Care Management Tracking System, which can be used to track patient compliance and follow up

7. *Is your product/registry identified by CMS as "qualified" to submit quality data to CMS on behalf of eligible professionals for 2008 PQRI reporting?*

Yes

Privacy:

8. *Describe the overall security level of the system, e.g., access control strategy, network security measures.*

Data Security at WellCentive, we take the security of your organization's data very seriously. WellCentive systems are safe, secure, and HIPAA compliant. HIPAA Compliant Server Security Measures WellCentive's applications and databases are all housed on HIPAA compliant servers. Our servers are co-located with the largest privately held provider of HIPAA compliant hosting services in the United States where they are housed in a SAS 70 certified, TIA Tier 3-4 HIPAA compliant facility. Security measures controlling physical access to this facility utilize biometric, keyfob, and PIN code controls. In addition to dual power supplies and dual power distribution paths, the server facility is served by two separate power grids and has a backup generator with at least 2 weeks of fuel on-site. 100% uptime is guaranteed from 7 am to midnight EST. Our servers are also protected by network monitoring and PIX 501 Firewalls with management services. Further information regarding this facility's fire suppression, environmental monitoring, UPS systems, cooling systems, and grounding layout is available upon request. WellCentive addresses hardware failure risks by using RAID 1 (mirroring) for hardware fail-safety

and addresses data loss risks by using full weekly backups and daily incremental backups. Backup media is stored in an offsite vault. WellCentive Application-Level Security Measures Access to the WellCentive applications is via HTTPS protocol, and our servers are configured to use Sun's implementation of SSL (JSSE). Our data encryption is certified by VeriSign, for all data that are transmitted from or received by our applications. VeriSign is the only leading SSL Certificate provider to offer SGC-enabled SSL Certificates (the strongest type of SSL encryption) and is the SSL Certificate provider for the 10 largest U.S. banks and for over 90% of Fortune 500 companies. VeriSign guarantees that our clients' users and their data will benefit from this advanced data encryption method regardless of which operating systems or Web browsers are in use. Management access to our applications requires authentication and is allowed only from previously determined IP addresses and only via secure protocols. These measures ensure that only authorized individuals can perform application management actions and that these actions can only be performed from specific locations. Our applications use a J2EE role-based security model, and each role has a predefined set of allowed operations.

9. *Describe the controls available to secure protected health information (PHI).*

Access to patient-specific data is determined by a user's role as well as by which providers' patients the user is permitted to access. An individual user's patient panel may include patients assigned to one or more providers, depending upon the user's circumstances. Although most organizations have a single, shared database for all of their providers' data, the access to patient data is HIPAA compliant and strictly controlled at the physician-patient level.

10. *Identify any affiliated or owned entities who might have access to patient data (identifiable or de-identified)*

None

11. *Describe your business model for operating the registry and any current or intended plans for sharing or selling any registry data (identifiable, aggregated, or de-identified)*

The WellCentive Registry system is primarily an ASP model solution, although some customers may choose the host the system themselves. WellCentive does not distribute, sell, market or commercialize data or any summaries of or reports on the registry data, create derivative products or applications based on the registry data, or otherwise use the registry data in any manner not expressly permitted, in writing, by our customers.

Data and Reporting

12. *Please check off which of the following hosting models is supported by your product.*

- Web-Based
- Client Server
- Client Server (MS SQL Server)

13. *Please check off which of the following is supported by your product.*

- Local Network or PC
- Remote Network

14. *Data Export/Import: List the standards used in data exchange, e.g., HL7 interfaces.*

WellCentive supports all industry data formats, such as HL7, XML, LOINC, etc. and all data transport methods, such as HTTPS, FTP, SFTP, VPN, etc. WellCentive can also interface with outside systems when those systems utilize proprietary data formats.

15. *List the software programs from which you can import data into your product and/or export data from your product, e.g., MS Excel, MS Access, other.*

A proprietary Generic Interface allows the user to import properly formatted CSV files into the WellCentive Registry system. WellCentive data analysts can import data in any other format as a service. The WellCentive Registry system can export patient data in a variety of formats, depending upon the user's requirements.

16. *List the Point-of-Care tools implemented by your system, e.g., clinical alerts, documentation templates.*

Customizable administrative- and personal-level alerts, which are displayed not only on an Alerts Summary page and on disease state dashboards, but are also found in the patient chart and on patient report cards.

17. *List the patient outreach capabilities implemented by your system, e.g. generated letters, surveys, patient education materials, messaging capabilities.*

WellCentive Outreach The WellCentive Outreach system can help your organization close the patient outreach loop when it is used either as a stand-alone solution or as an integral part of your WellCentive Registry system. Comprehensive Patient Outreach Capabilities WellCentive Outreach includes a comprehensive VoIP patient outreach system that can inexpensively, effectively, and automatically: Identify patients who are due for appointments or care Contact these patients using VoIP telephone calls Speak with each patient using his or her specified Primary Language Forward each patient who answers an outreach call directly to your office Record which reminders were successfully given to each patient Track patient compliance and follow up Report the outcomes of these patient outreach efforts Highly Configurable Features The WellCentive Outreach VoIP system is highly configurable and has the following features, each of which can be controlled completely by each office: Interfacing capabilities allow the system to acquire valuable patient data electronically and automatically. Text to Voice capabilities allows each office to have complete control over the content of its outreach calls. Customizable Reminders allow your office to apply standard HEDIS measures to your patient data or to configure your own reminder criteria. Patient Identification capability allows the system to confirm whether it has contacted the correct person before it delivers any reminder information. Call Forwarding allows the system to connect the patient with your office at any time during a call. Voice Recognition allows the system to be configured to recognize spoken words for use with the Patient Identification and Call Forwarding features. Alternative Language Support allows the system to contact each patient in his or her specified primary language. Several languages are supported. Call Scheduling allows each office to determine how often calls will be made and how many calls will be made each day. Answering Machine/Voice Mail Configuration allows each office to determine whether messages will be left for the patient. WellCentive Outreach Reports can be generated to provide information on the calls made for your office – including patient specific reports regarding exactly which reminders were

delivered. The WellCentive Outreach system can also generate patient Reminder Letters, and each office can control the content and format of its Reminder Letters. Each office can put its letterhead or logo on its Reminder Letters. Reminder Letters can be generated manually or automatically. The automatic letter generation system can be configured to send the reminder data to a mailing service that can print your office's reminders on postcards or letterhead and mail the reminders to patients for you – all on a scheduled basis. WellCentive Outreach is included with the WellCentive Registry at no additional cost.

18. *List the reporting capabilities of the system, including support for any standards.*

Comprehensive Reporting The WellCentive Report Manager. The WellCentive Report Manager includes a comprehensive suite of reporting tools. WellCentive Patient Reports pull raw data from the database according to user-specified criteria and export it to Excel or another CSV reader. WellCentive Summary Reports allow the user to easily generate physician- and group-specific reports using virtually any combination of data field results and dates-of-service. Summary Report templates are created within the WellCentive application and are best for smaller and more straightforward reports. WellCentive Analytic Reports allow the user to produce a wide variety of standard and user-specified reports in a host of formats, including charts, graphs, and gauges. Analytic Reports templates can be written directly in XML, or they can be created using one of three open source report designers. Any given Analytic Reports can be extremely complicated, and exporting data for reporting with Crystal Reports or another reporting tool is not necessary. The following information pertains to WellCentive Analytic Reports:

Flexible Report Layout WellCentive Analytic Reports enables you to create almost any kind of report imaginable. Reports are built from a number of independently defined and formatted sections: Title, Page Header, Column Header, Group Header, Detail, Group Footer, Column Footer, Page Footer, and Summary. A report can contain any number of nested groups. On each group break, WellCentive Analytic Reports inserts a Group Footer and the Group Header for the next group automatically, enabling multiple levels of sub-totals. Sections can contain layout elements like lines, rectangles, images, and static or dynamic text fields, as well as source data and computed data. All report elements can be precisely positioned and sized, allowing for pixel-perfect printed and web-based report layouts. Both single- and multiple-column reports are available. Data can be presented in flexible free form, tabular, cross tab (matrix), or chart formats. WellCentive Analytic Reports easily handles the most complex report requirements through its support for sub-reports. Any report can be used as a sub-report within another report, and any number of sub-reports can be nested inside a report. Sub-reports can in turn contain other sub-reports down to any level of nesting desired, enabling arbitrarily complex report layouts.

Flexible Output Options WellCentive Analytic Reports delivers operational information to wherever you need it: onto the screen, onto the printer, and to other applications. Output formats include PDF, HTML, XLS, CSV, RTF (Word), TXT or XML files. Some WellCentive customers use Microsoft Excel for further manipulation of the report data.

Comprehensive Charting Many users prefer easy to understand graphical displays. WellCentive Analytic Reports supports an extensive array of chart types through its built-in comprehensive charting capabilities. External charting and graphics libraries can easily be used with WellCentive Analytic Reports. Drill Down Analysis Reports can contain hyperlinks, enabling you to create OLAP-style drill-down reports. These allow users to see a high level view of the data and drill-through to areas of interest. This feature can also be used to create a clickable table of contents for fast and easy access to report sections. Custom Calculation and Variables WellCentive Analytic Reports provides a comprehensive set of built-in variables and calculations, which can

be extended with custom expressions. Expressions provide the report developer with a way to perform calculations, create or compute groupings, generate report text, or to further customize the appearance of objects. Expressions can reference report parameters, report fields and report variables. WellCentive Analytic Reports has various types of built-in calculation methods including count, sum, average, max, min, standard deviation, and variance. Calculations can be performed at various levels of scope, including at the report, page, column, or group level. Calculations can also be used to define the values of report variables that can be referenced throughout the report. Because they are implemented using arbitrarily scalable algorithms, there is no risk of overflow or underflow. Reports can also call out to your own specialized calculations. WellCentive Analytic Reports provides a number of useful built-in variables that help with layout. They include the current page number, total number of pages, current column number, total number of records processed, number of records processed when generating the current column, and the number of records that make up the current group. Graphical Report Designer Several open source report designers are available for WellCentive Analytic Reports. WellCentive recommends the most popular of these, iReport, which provides an intuitive interface for designing reports. The WellCentive OLAP Engine The WellCentive Report Manager uses an Online Analytical Processing (OLAP) engine to dramatically improve performance. The WellCentive OLAP Engine allows complicated reports, such as the Sample DM Report, to be compiled and generated extremely quickly. For a WellCentive registry database with two to three years worth of data for over 100,000 patients, the Sample DM Report will be compiled and generated with the click of a single button in approximately one second. No other patient registry system offers you the reporting options or report compilation speed that the WellCentive Report Manager provides.

PQRI Overview

19. Describe the relative strengths of the product (please limit to 150 words or less).

The WellCentive Registry system combines features not found in any other patient registry system with a price that is lower than any other commercially available registry system. WellCentive's dedication to innovation and ongoing system development means that WellCentive users will continue to enjoy features that are cutting edge far into the future. WellCentive's focus on integration and interfacing can help to make your WellCentive system efficient and effective, and your physician engagement rate will be high.

20. Describe the relative weaknesses of the product (please limit to 150 words or less).

Any patient registry system is only as good as the data it contains, which means that interfaces with outside data sources must be built utilize the WellCentive Registry system to its fullest extent. The construction of these interfaces can take time and has a cost associated with it, although it is our policy to allow organizations to share these costs whenever possible.

21. Cost
Priced

22. Provide a detailed description of the costing model, including any special pricing for PQRI data submission.

The standard WellCentive Registry license fee is \$550 per provider per year, and only providers who will have their own patient panels will need licenses. Other users do not require licenses. All of the features described here and on our website (www.wellcentive.com) are included in this cost. There are no add-on charges. Organizations that purchase the WellCentive Registry for a 3-year term will receive 5 hours of custom software development work per license, which can be used to build interfaces, process legacy data, build custom enhancements, etc. Existing interfaces that can be reconfigured for new customers can usually be purchased for a one-time fee of \$1,000. PQRI data submission costs \$350 per provider. We charge 10 cents per minute for WellCentive Outreach appointment and reminder phone calls, with no set-up fees or other charges.