

Request for Proposals

Licenses for Web Services Integration with eHealthTrust™ Electronic Medical Records with Patient Permission

Issued by: Louisville Health Information Exchange (LOUHIE) on February 1, 2006

Bidders Conference: February 13, 2006, 12:30 pm – 2 pm, San Diego Convention Center (by invitation only; invitation requests due February 6, 2006)

Required Letters of Intent Due: February 27, 2006

Proposals Due: May 1, 2006

Anticipated Award Date: July 1, 2006

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Summary

The Louisville Health Information Exchange (LOUHIE) seeks bids for a maximum of ten (10) licenses for web services integration (with patient permission) with non-identified electronic medical records in the LOUHIE eHealthTrust.

I. Purpose

This is a solicitation for bids for licenses to integrate access to web services (with patient permission) with non-identified electronic medical records in the Louisville Health Information Exchange (LOUHIE) eHealthTrust. Licensees will be able to offer services at the LOUHIE eHealthTrust web portal that integrate the individual electronic medical record information into their own web products, thereby substantially increasing the ease-of-use, convenience, and value of such web offerings via customization. The ideal licensees will provide consumers access to timely, relevant, accurate, complete and personalized health information content.

II. Background

Access to health information is one of the most popular uses of the Internet. A large number of web sites are available to consumers seeking medical and health advice. However,

one disadvantage of these sites is that consumers must specifically enter information about the medical conditions of interest.

A web-based health information product would be much easier to use and more valuable to consumers if it were customized with the information directly from that consumer's electronic health record. Lack of availability of each consumer's electronic health record has been a major obstacle to this approach. However, with the development of the LOUHIE eHealthTrust, each consumer who becomes a member will have their electronic records stored and maintained. Access to this information (with the permission of the consumer) would enable the development of customized web information products for health. Such products could provide news, medical literature, drug information, and both prevention and treatment reminders that apply specifically to the individual.

LOUHIE, a 501(c)4 non-profit organization was created to oversee and coordinate the development of a Health Information Infrastructure (HII) in greater Louisville, Kentucky, and is releasing this RFP to provide licenses for links to web products (with consumer permission) that include automatic transmission of non-identified electronic medical record information (via web services protocols) to organizations wishing to develop and deploy such individually-customized health-oriented web products.

III. Description of the eHealthTrust

The eHealthTrust makes complete patient information available when and where needed by serving as the community custodian of the complete medical records for everyone. Each person controls all access to his/her records, and is charged about \$60/year (\$5/month) for the service (which may be [and should be] reimbursed as an allowable medical expense). The eHealthTrust pays physicians about \$3 for the "deposit" of each standardized electronic report of an outpatient encounter, thereby creating potential new revenue of about \$15,000/year for physicians with electronic health record (EHR) systems (thereby providing the needed incentives for their acquisition and use). Since the patients explicitly provide consent for the eHealthTrust record keeping activities, cooperation of all health care stakeholders in providing information is assured (since medical records must be provided on patient request under the Federal HIPAA statute). The eHealthTrust model assures public trust by putting the patient in control of his/her information. Additional information is available at <http://www.ehealthtrust.com>.

LOUHIE is simultaneously releasing the related RFP, "Operation and Management of eHealthTrust," which describes the functions, operation, and implementation plan for the eHealthTrust. The work is divided into system development (Phase 0, 3-6 months), initial operations without EHR incentives (Phase 1, one year or less), following by ongoing operations with EHR incentives (Phase 2). Based on this schedule and the expected award date of 7/1/06, it is anticipated that the LOUHIE eHealthTrust will begin operations no later than 1/1/07.

IV. Scope of License

All access to patient electronic medical records in the eHealthTrust requires patient permission. Web services integration licensees will be allowed to display a link on the eHealthTrust portal home page. When consumers access the link, up to ten service options will be displayed on a separate web page dedicated to that licensee. Each service would require transmission of a specific subset of information from the consumer's electronic health record. When the consumer selects a service, the relevant portions of their electronic health record will be displayed in a separate window, with a request for approval of transmission of the information

(without identification) to the specified application provided by the licensee. When approval is granted, the information is transmitted via web services protocols, and a new window appears on the consumer's screen with the results of the licensee's application customized with the information from the consumer's electronic record. Security, encryption, and authentication procedures will be determined by LOUHIE in consultation with the licensees. Such procedures must ensure, to the greatest extent possible, that no unauthorized releases of information can occur. Furthermore, consumers must have confidence that this is the case in order to be comfortable transmitting this information.

To allow licensees to identify repeat requests from the same consumer, a random (but constant) number will be assigned to each consumer and transmitted to licensees with each request. Different numbers may be used to identify the same consumer to each licensee.

LOUHIE will guarantee a subscriber base of at least 100,000 (the population of the greater Louisville area is 1.2 million). However, no guarantees with respect to the number of subscribers utilizing any licensee web applications can be made. Licensees will be given opportunities to promote their services to LOUHIE subscribers.

In the next several years, the LOUHIE eHealthTrust, through alignment with the Kentucky Healthcare Infrastructure Authority and the Kentucky eHealth Network board, may expand to the entire state of Kentucky (population 4.2 million). Should similar licenses become available for this larger population, every effort will be made to ensure preferential consideration for existing LOUHIE web services integration licensees.

V. Eligibility Requirements

1. Any organization(s)
2. Single organization functions as prime contractor
3. Single individual designated as project manager & point-of-contact
4. Capability to develop and market web portal

VI. Bidders Conference, Inquiries, and RFP Revisions

- A. February 13, 2006 in San Diego Convention Center (12:30 pm – 2 pm)
 1. Request for invitation of representative to Bidders Conference due 2/6/06
 2. Only invitees will be admitted to Bidders Conference
- B. Attendance strongly recommended, but not required
- C. Inquiries may be submitted via email to: Judah Thornewill, email: judah.thornewill@louhie.org
- D. All questions and responses will be posted at LOUHIE web site: [www.louhie.org]
- E. LOUHIE will post modifications to the RFP, if any, on the LOUHIE web site
- F. LOUHIE will provide email notification of all RFP changes to those who submit letters of intent

VII. Required Letter of Intent

- A. Due February 27, 2006
- B. Using format in Appendix A
- C. Does not obligate organization to submit a proposal
- D. Ensures notification of any changes to RFP
- E. Additional partners may be added by lead organization after letter of intent submitted

VIII. Proposal Content Guidelines

A. Organization of proposal

1. cover page must include
 - a) single individual designated as point-of-contact
 - b) name and address of proposer and all subcontractors
 - c) signature of official authorized to obligate funds for organization
2. abstract of proposal (250 words maximum on separate page)
3. web applications proposal
 - a) overview
 - b) description of web applications, including value-added information
 - c) electronic medical information to be accessed
 - d) proposed access methodologies
 - e) proposed security procedures
 - f) proposed metrics for monitoring usage
4. annual bid amount (minimum bid \$200,000)

B. formatting

1. minimum 12 point type
2. one inch margins
3. single sided
4. maximum 10 pages (excluding spreadsheets and attachments of previously published material)
5. electronic submission in pdf or Microsoft Word format
6. spreadsheets (if any) must be submitted in Microsoft Excel format
7. attachments may be submitted in paper form (10 copies)

IX. Receipt and Review Schedules

- A. Proposals due May 1, 2006
- B. Late proposals will not be accepted
- C. Initial review by May 8, 2006 (for adherence to proposal requirements)
- D. Technical & business review by June 1, 2006
- E. Negotiations during June, 2006
- F. Anticipated date for issuing licenses: July 1, 2006

X. Evaluation Criteria

A. Web portal proposal

1. Demonstrates clear understanding of LOUHIE eHealthTrust
2. Demonstrates clear understanding of the benefits of health web portal
3. Potential for value-added services to LOUHIE eHealthTrust members
4. Technical expertise in creation of health-related web applications
 - a) use of industry standard methods for web services implementation
5. Comprehensive and effective security plan
6. Likelihood of reaching substantial portion of membership
7. Metrics for assessment are comprehensive and reasonable
8. Prior successful experience developing similar projects

B. Bid amount

1. highest bids among acceptable proposals will be awarded licenses
2. A maximum of ten licenses will be awarded
3. If awarding licenses to multiple proposers with identical bids would result in more than ten licensees, the proposers with identical bids will be given an opportunity to increase their bids. This process will be repeated if necessary.
4. Bids differing by less than \$1,000 will be considered identical

XI. Additional Conditions

- A. Organizations may not submit multiple bids
- B. Organizations may simultaneously bid on related RFP “Operation and Management of eHealthTrust”
- C. LOUHIE is not obligated to award any or all of the ten licenses based on this RFP
- D. LOUHIE is not responsible for costs of proposal preparation
- E. Initial term of license is 4 years
 1. option for extension(s) or competitive renewal
 2. no other licenses will be granted by LOUHIE during the initial 4 year term
- F. LOUHIE claims no rights to any software and services developed by licensees
- G. Proposals are considered confidential by LOUHIE and will not be available for public release
 1. names of organizations receiving licenses will be publicly disclosed
 2. terms and conditions of the license will be considered confidential except for those conditions that relate to protecting privacy and security of medical information
- H. Usage must be reported periodically to LOUHIE (at least quarterly)
- I. License payment schedule
 1. first year: 50% due when license awarded, balance when system becomes operational
 2. subsequent years: due in full on anniversary date of initial license award

XII. References

- A. For additional information on eHealthTrust: www.ehealthtrust.com
- B. For additional information about Louisville's Health Information Exchange activities: www.louhie.org
- C. For additional information about Kentucky's eHealth Board: <http://chfs.ky.gov/ehealth/e-Health+Board/>
- D. For the text of Kentucky's eHealth Legislation: <http://www.lrc.ky.gov/record/05rs/SB2.htm>

Appendix A. Required Bidding Form (include with proposal)

[MUST BE RECEIVED by May 1, 2006]

[date]

Response to LOUHIE RFP “Licenses for Web Services Integration with eHealthTrust™
Electronic Medical Records with Patient Permission”

Submitted by:

[name and address of organization(s)]

Point of Contact:

[name, address, phone, fax, e-mail of person serving as point of contact]

Annual payment to LOUHIE for web services integration (with patient permission) with
electronic medical records: [enter dollar amount, not less than \$200,000]

I understand that half of the first year license payment is due on award of the license, with the
balance due when the system becomes operational; and that in subsequent years the balance is
due and payable on the anniversary date of issuance of the original license.

I hereby certify that I have full authority on behalf of the organization(s) listed above and am
authorized to commit to the terms specified.

[signature of authorized official]

[typed name and title of authorized official]

Appendix B. Format of Required Letter of Intent

[MUST BE RECEIVED by February 27, 2006]

[date]

Judah Thornewill
Agent for LOUHIE
c/o University of Louisville
K-Wing, Suite 4026
555 South Floyd Street
Louisville, KY 40202

Re: Web Integration RFP Letter of Intent

Dear Mr. Thornewill:

In response to the RFP entitled “Licenses for Web Services Integration with eHealthTrust™ Electronic Medical Records with Patient Permission” issued by the Louisville Health Information Exchange (LOUHIE), this letter is to inform you that:

[name of organization(s)]

[name, address, phone, fax, and e-mail for single person serving as point of contact]

intend(s) to submit a proposal and bid by the required deadline of May 1, 2006. Also, we wish to be notified of any changes in the RFP via email at: [email address for notifications]

This letter does not obligate us to submit a proposal. Also, we understand that additional partner organizations (not listed above) may be added to our team and included in a proposal.

Sincerely,

[authorized official of organization(s)]