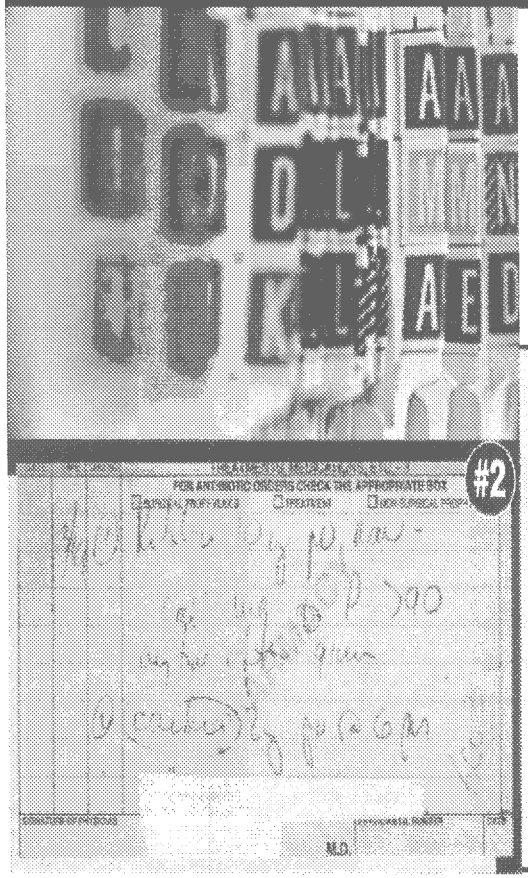
W. MICHAEL HEEKIN

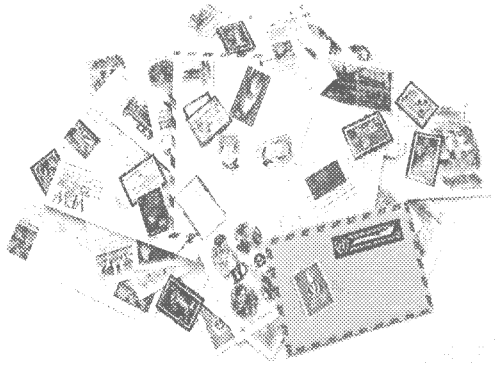
W. Michael Heekin currently serves as Chair of the Florida Governor's Health Information Infrastructure Advisory Board. He was a founding board member and the first chief operating officer of WebMD. Mr. Heekin played a leading role in the transformation of the company from a provider of transtelephonic heart-monitoring services to the industry leader in Internet-based health informatics and information technology. He structured and managed strategic relationships with such partners as Microsoft, Medtronic, News Corporation, Cable News Network, E.I. du Pont de Nemours and Company and Softbank. At WebMD, Michael also organized and launched WebMD International, a global joint venture between News Corporation and WebMD; including the launch of WebMD Canada and WebMD UK Health.

Earlier in his career, Mr. Heekin served in various positions including Senior Vice President, General Counsel and Corporate Secretary of American Heritage Life Insurance Company in Jacksonville, Receiver of Guarantee Security Life Insurance Company, appointed by the Treasurer of the State of Florida, Associate Dean of the Florida State University College of Law, and Captain in the United States Army.

He serves on the Executive Board of the Boy Scouts' Atlanta Area Council, the Executive Advisory Board of the H. Lee Moffitt Cancer Center Total Cancer Care initiative, and the Board of Trustees of the University of Florida Law Center Association. He earned a Master of Business Administration at the Wharton School of the University of Pennsylvania, and law and accounting degrees from the University of Florida.



The Florida Health Information Network – a Progress Report



The Vision:

– a comprehensive integrated network of health record systems among the state's healthcare stakeholders

- **Capable of providing medical information at the point of care, whenever and wherever that may be**
- **With computerized "decision support" programs – built-in clinical logic that automatically analyzes all available health information to assist providers in making sound clinical decisions based on current medical science**
- **With state of the art public health functionality to permit real-time outbreak monitoring and disease reporting**

The Governor's Health Information Infrastructure Advisory Board

- **Appointed by Governor Jeb Bush in June 2004**
- **Mission:**
  - **Advise** Governor and Agency for Healthcare Administration **on the development** of **the Florida Health Information Network – "FHIN"**
  - **Identify obstacles to** the implementation of **FHIN** and provide policy **recommendations to remove** or minimize **those obstacles**
  - **Assist in ensuring the privacy** and security **of personal health information** on the network

A few observations after a year and a half on the job . . . .

1. Stakeholders in state are generally supportive of the Florida Health Information Network, but that support has not been "stress tested" yet; i.e., few pocketbook issues encountered to date.

2. The challenges we face are not so much technical as "human" – establishment of trust, resistance to change, governance structure, financial considerations, cooperation with competitors, legal . . . .

3. Planning the network will not bear any more study – time to launch and learn.

. . . and a few more . . .

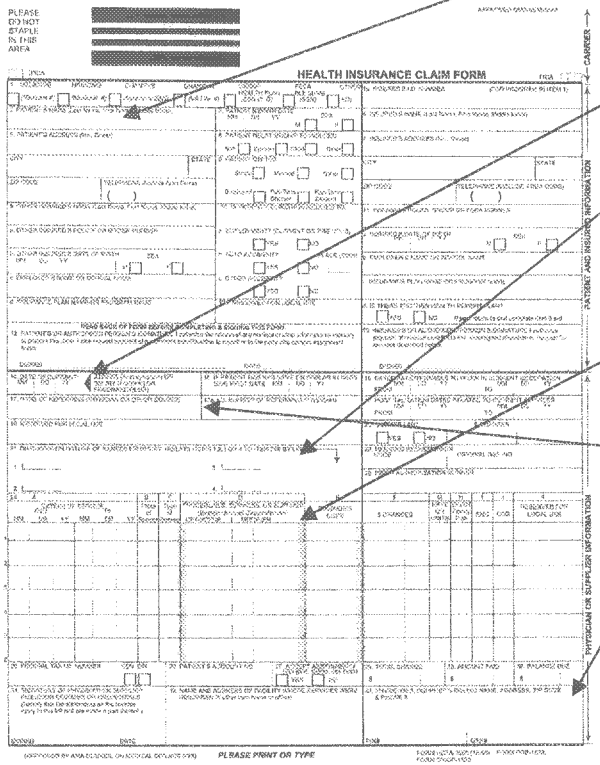
4. If we can coordinate all health information initiatives and operations of the state government, we can provide a real head start to FHIN. And then we work on coordinating with the federal government.

5. The state medical records laws across the nation need to be updated and harmonized.

6. If you don't have electronic health information, you can't have an electronic health information network.

In an environment of low EHR usage, claims forms contain valuable electronic health information that is available to be shared

HCFA 1500 (Doctor's Claim Form):



Patient Demographic info

Date of treatment

Diagnosis

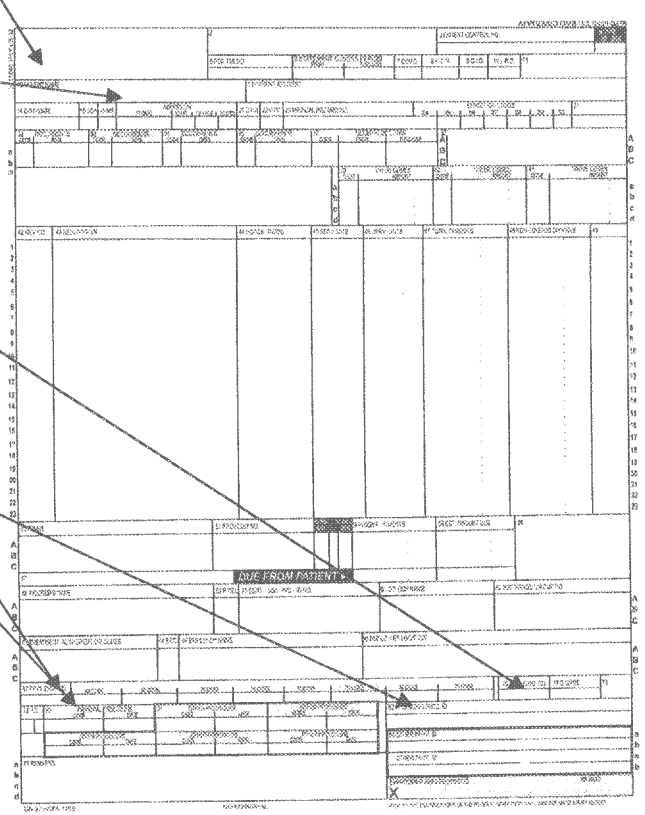
Procedures

Identities of treating and referring providers and contact information

(Medications)

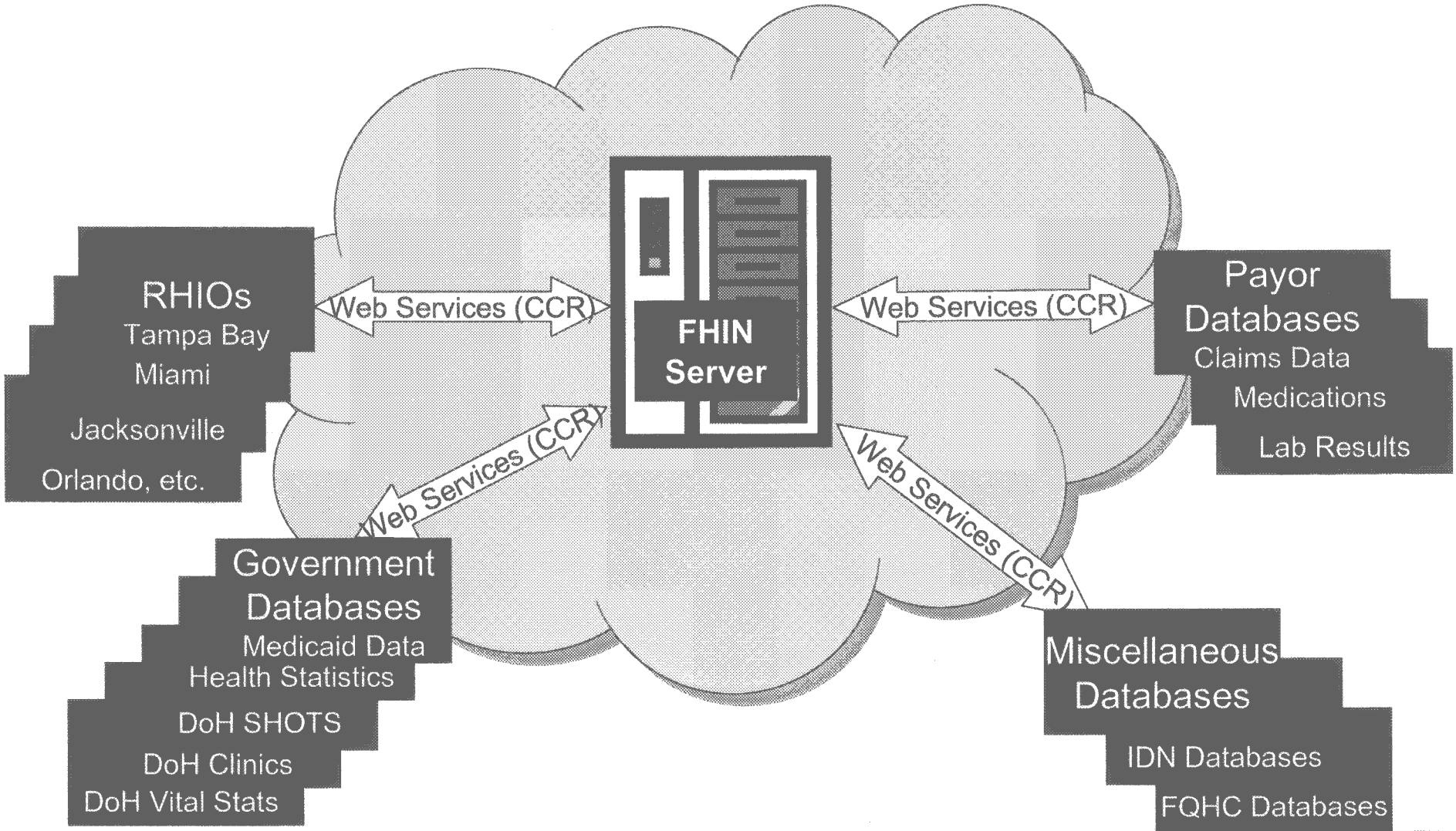
(Lab values)

UB 92 (Hospital's Claim Form):



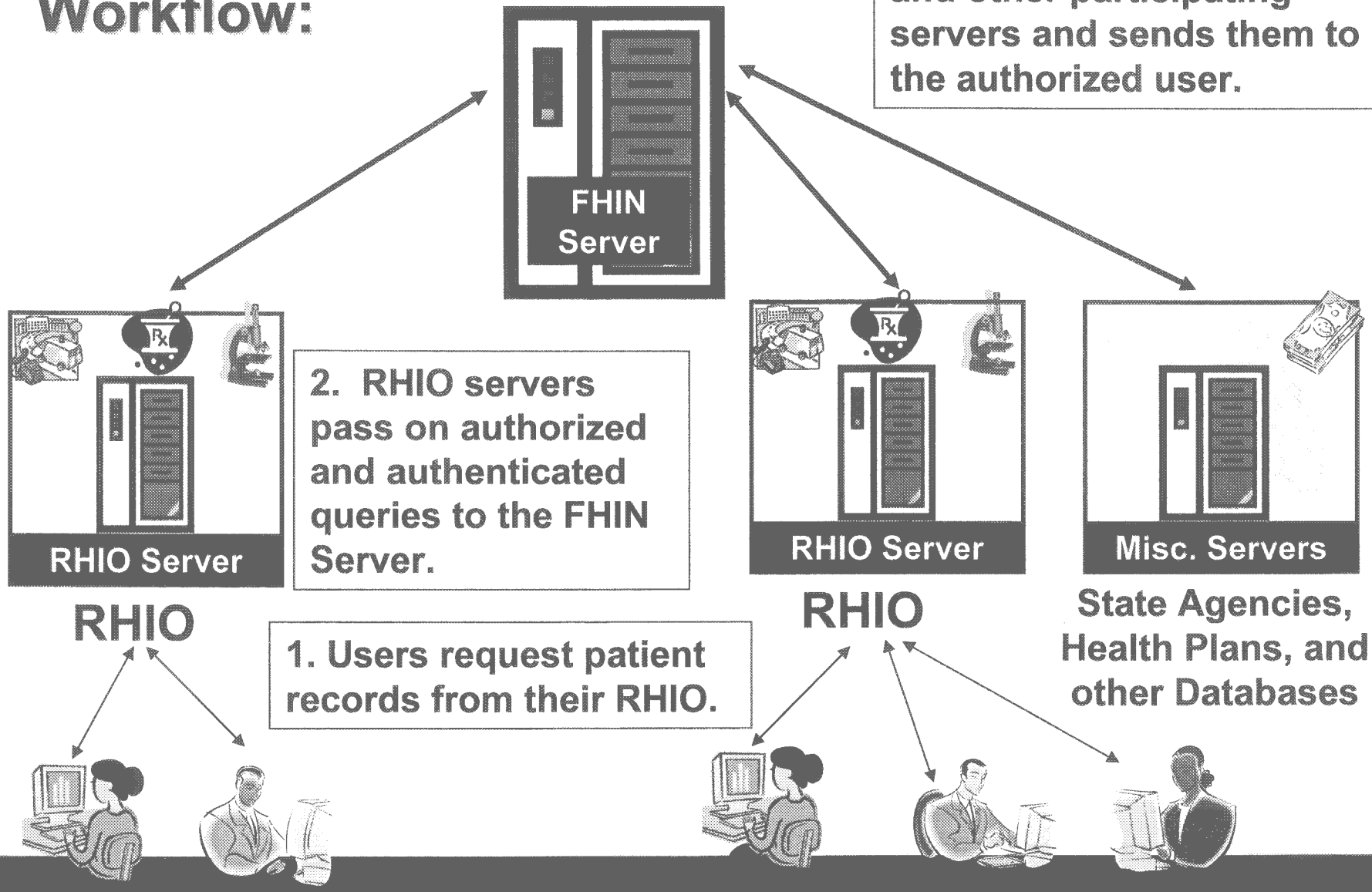
Florida Health Information Network

Statewide Architecture



Potential Workflow:

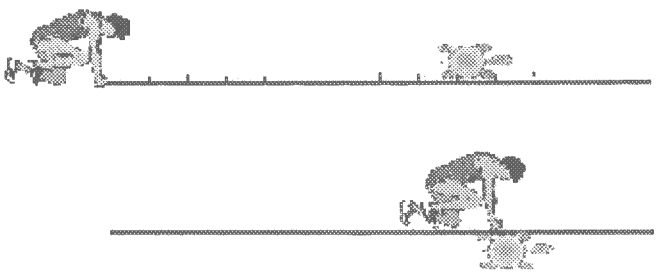
3. The FHIN Server collects patient records from RHIOs and other participating servers and sends them to the authorized user.



2. RHIO servers pass on authorized and authenticated queries to the FHIN Server.

1. Users request patient records from their RHIO.

Zeno of Elea, circa 450 B.C., on Building the Florida Health Information Network



Zeno's Paradox: When running a race, the runner must first traverse half the distance. Then, he must cover half of the remaining distance. Yet again, he must cover half of that remaining distance . . . and so on forever. Therefore, it is impossible to finish the course.

In plain English: There are a hundred reasons why it will not work. Let's get going and handle them one at a time.

The things that are urgent are seldom important, and the things that are important are seldom urgent.

– General Dwight D. Eisenhower