

State Designated Management Service Organizations

State Designated management service organizations (MSOs) provide technical assistance to health care providers in their adoption and use of health information technology (health IT), including implementing electronic health records (EHRs), achieving meaningful use, reporting for quality initiatives, redesigning workflows, engaging in practice transformation, and facilitating patient engagement with health IT. State Designation requires MSOs to demonstrate they have met specific criteria to maintain high quality business operations and sound privacy and security policies.

Background

State Designated MSOs emerged as a way to address the challenges associated with provider adoption of EHRs, including cost and maintenance of the technology and ensuring privacy and security of data stored electronically. On May 19, 2009, Governor Martin O'Malley signed into law House Bill 706, *Electronic Health Records - Regulation and Reimbursement*. This law required the Maryland Health Care Commission (MHCC) to designate one or more MSOs to offer EHRs throughout the state by October 2012.

The MHCC convened an MSO Advisory Panel that developed criteria for State Designation. The panel developed criteria that include privacy and confidentiality, technical performance, business practices, resources, security, and operations. COMAR 10.25.15, Management Service Organization State Designation, outlines the requirements for MSO State Designation.

What are State Designated MSOs?

State Designated MSOs are organizations that are designated by MHCC and must meet criteria to ensure compliance with industry best practices. MSOs can be collaborations among provider groups, hospitals, or other entities that work together and offer support services, including technical assistance and staff training, to practices as they adopt health IT and engage in practice transformation.

What can State Designated MSOs do for your practice?

- ❖ Assist in implementing, maintaining, and optimizing use of an EHR system; they can support multiple EHR products at reduced costs through economies of scale and bulk purchasing
- ❖ Offer services to connect to the State Designated health information exchange (HIE), the Chesapeake Regional Information System for our Patients (CRISP)
- ❖ May participate with the Maryland Regional Extension Center (REC), a resource for Maryland providers needing technical assistance in adopting EHRs
- ❖ Provide technical assistance, guidance, outreach, and education to support providers in achieving meaningful use under the Centers for Medicare and Medicaid EHR Incentive Programs
- ❖ Assist practices in extracting reportable data from their EHRs required for quality initiatives, such as meaningful use, patient centered medical home (PCMH) programs, or accountable care organizations (ACOs)
- ❖ Provide assistance with redesigning workflows and care delivery processes for optimized use of health IT
- ❖ Assist with practice transformation efforts to maximize use of health IT for providers participating with innovative care delivery models, such as PCMH programs and ACOs
- ❖ Support providers in expanding their patients' awareness and use of health IT



Benefits of State Designated MSOs

- ❖ Ensures the MSO meets benchmarks for service, security, confidentiality, and accountability
- ❖ May mitigate the costs associated with acquiring an EHR and health IT services; MSOs assume the vendor negotiating role and may secure more favorable pricing
- ❖ Technical support usually extends beyond standard business hours and in some cases is available 24/7/365
- ❖ Offer EHRs hosted in a centralized secure data center where data are safeguarded through a network operating center that ensures high quality and uninterrupted service; these remotely hosted EHRs enable providers to focus resources on practicing medicine rather than dedicating staff to support the technology
- ❖ May offer other services such as:
 - Backup and Disaster Recovery Services
 - Business Development
 - Electronic Prescribing
 - Health Care Consulting
 - In-office EHR demonstrations
 - Marketing
 - Medical Billing
 - Office Readiness Assessment for EHR
 - Patient Personal Health Record
 - Patient Satisfaction Surveys
 - Practice Management System
 - Procurement and Purchasing
 - Quality Improvement Programs
 - Revenue Cycle Management
 - Search Engine Optimization
 - Site Visits to Live Practices
 - Web-Enabled Educational Seminars
 - Web-Enabled User Groups
 - Website Development/Maintenance

CRISP

The MHCC designated CRISP to build the statewide HIE. HIE is the technology that supports the flow of health information between physician practices, hospitals, labs, radiology centers, and other health care institutions. HIE allows delivery of patient information to the right place at the right time, providing safer, more timely, efficient, patient-centered care. MSOs may assist in connecting providers to the State Designated HIE. For more information about the HIE, please visit: <https://crisphealth.org>.

State Designated MSOs and the REC

CRISP implements the Regional Extension Center (REC) for Maryland. The REC is tasked with assisting primary care providers to implement and become meaningful users of EHRs. An MSO that receives State Designation can partner with the REC. The REC supports MSOs as they provide local assistance to these providers. For more information about the REC, please visit: <https://crisphealth.org/FOR-PROVIDERS/Regional-Extension-Center>.

Additional Information:

- ❖ State Designated MSO Information for Providers: http://mhcc.maryland.gov/mhcc/Pages/hit/hit_mso/hit_mso_providers.aspx
- ❖ MSO State Designation Application (including required criteria for organizations applying to become State Designated): http://mhcc.maryland.gov/mhcc/pages/hit/hit_mso/documents/M_SO_Designation_App_final_form_EXT.pdf
- ❖ MHCC's EHR initiatives: http://mhcc.maryland.gov/mhcc/Pages/hit/hit_ehr/hit_ehr.aspx

State Designated MSOs

- Children's IQ Network
- Cyfluent, Inc.
- Frederick Memorial Hospital
- Greater Baltimore Medical Center
- MedChi Network Services, LLC
- MedTech Engenuity Corp.
- Syndicus, Inc.
- Zane Networks, LLC