

# DHIN Dialogue

## September 2021

A Newsletter from Delaware Health Information Network



## A Fresh Look for the Future



Delaware Health Information Network (DHIN) is pleased to unveil its enhanced logo, reflecting the organization's vision for the future. The modernized approach to the traditional design dovetails with DHIN's updated mission and vision statements, which were born from the new five-year strategic plan described below.

While preserving the organization's focus on healthcare with the Rod of Asclepius (symbol for medicine), the new logo incorporates a feeling of forward momentum, a more modern font for the text and a patient-centered approach with the "i" in DHIN.

DHIN partnered with regional ad agency Aloysius Butler & Clark to refresh the logo design, with Director of External Affairs **Stacey Schiller** explaining, "As DHIN's service offerings continue to evolve, so should our brand. We are redefining what it means to be a health information exchange, and our logo and creative strategy reflect that evolution."

## A Bold New Horizon

This year, DHIN underwent the transformative process of creating a new five-year strategic plan to guide our organization, meet the needs of our clients and partners and leverage advances in technology.

"Technological innovation in both healthcare and data services requires our organization to be flexible in meeting the needs of patients and providers—and the rate of change is only accelerating," said Jan Lee, CEO of DHIN, about the new five-year strategic plan. "It's critical that we invest in the planning to be prepared to meet the challenges and opportunities that the future will bring."

The core of the plan centers around four themes and supporting initiatives. These include:

- **Continue to provide value-based services** to clients by leveraging technological advances to deliver solutions that address users' real-world needs and problems.
- **Re-energize our commitment to our public-private partnership** by building relationships with additional State agencies and exploring new initiatives.

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## New Faces at DHIN

Please welcome our newest team members.



**Rich Schroder** has joined DHIN as Director of Data Analytics, succeeding retiring director Terri Lynn Palmer. With two decades of experience in the field of data analytics, Rich previously held positions at Liberty Mutual, AAA and JP Morgan Chase. He graduated from UD with a B.A. in Economics and completed a Master's in Data Analytics at Penn State. When he's not working, you'll find Rich fishing and golfing or playing the "who do we both know in Delaware" name game!



**Andrew Ellis** joins DHIN as a Network Security and Operations Specialist. Andrew began working with DHIN as a contractor in 2020 before stepping into his current role. His technological background, with a focus on cybersecurity and data assurance, should serve him well in his new position. In his free time, Andrew enjoys gaming, hiking and spending time with his family.

## Staying Social

Like. Follow. Tweet. Share. **Connect with DHIN.**



- **Ensure sustainability** of our organization through strategic partnerships, additional cost controls, value-based pricing for our services and more.
- **Utilize our strengths and advantages to expand our impact** by leveraging partnerships to drive innovation and improving communication to expand the promotion of our value and services.

Through the planning process, DHIN and our partner Maestro Strategies recognized the need to update our mission and vision statements to fit both the DHIN of today and tomorrow.

### Mission:

We empower public and private partners to make data-driven decisions through innovative health data services.

### Vision:

We aspire to be the preferred, highly-trusted provider of health data services, enabling healthcare transformations that promote health equity, facilitate quality care, and save time, money and lives.

The DHIN team is hard at work on Year 1 of the plan and look forward to periodically sharing our progress — and the benefits to our clinicians and partners!



*Dr. Lee and DHIN Director of Architecture & Development Erica Hutchinson field questions at HIMSS.*

## Making the Rounds

The DHIN team hit the speaking circuit last month, presenting virtually and in-person at several industry conferences. First up was Director of Analytics **Terri Lynn Palmer**, who was joined by Freedman HealthCare colleague Tanya Bernstein in Boston for the Medicaid Enterprise Systems Conference. Their presentation, “Social Determinants Data-Enhanced Match for Cross Agency Integrated Data Resources,” highlighted the use of the Health Care Claims Database data to help answer questions about chronic disease and population health challenges facing the state of Delaware.

DHIN CEO **Dr. Jan Lee** took to the stage in Las Vegas for the annual Healthcare Information and Management Systems Society (HIMSS) global conference, speaking before a hybrid live and virtual audience about the rapid adoption of DHIN’s personal health record during the pandemic. Dr. Lee also spoke about the technology behind the personal health record in a virtual presentation the following week, collaborating with Medicasoft colleague Mike O’Neill for the Society for Health Information Exchange Collaborative (SHIEC) conference.

And last, but not least, COO **Randy Farmer** joined DHIN partner Clareto for a SHIEC virtual roundtable discussion about uses of data for non-treatment purposes; specifically, DHIN’s service allowing patient-authorized sharing of personal health data for insurance underwriting.

Kudos to the team and our partners for representing DHIN so well from the East coast to the West!

## Getting in Touch

### DHIN Business Relationship Managers

To better support our practices and data sending organizations, the DHIN Business Relationship team has restructured. Hospital and hospital-based practices should reach out to the assigned Business Relationship Manager below, while private practices and other data sending organizations should contact DHIN's Service Desk.

#### Michael MacDonald

**Hospitals:** ChristianaCare, ChristianaCare Union Hospital and Beebe Healthcare (includes the hospital-owned ambulatory organizations)

[michael.macdonald@dhin.org](mailto:michael.macdonald@dhin.org) / (302) 604.8526

#### Ed Seaton

**Hospitals:** Nemours and Saint Francis Healthcare (includes the hospital-owned ambulatory organizations)

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#### Garrett Murawski

**Hospitals:** Bayhealth, TidalHealth and Atlantic General Hospital (includes the hospital-owned ambulatory organizations)

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#### Service Desk

Private Practices

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