

### 3. Forming Partnerships

#### Understanding and Responding to Provider Concerns Guide

As you seek to create partnerships with health care organizations that could serve as data suppliers, consider first identifying any possible concerns or objections they may have to participating as either a pilot site or joining the program once it is established. They may be worried about the associated costs for clinical and/or IT staff, vendor fees, interface development and testing. They may feel uncertainty over data privacy issues and whether they can legally disclose health information. Many may already have too many other higher priority demands in the queue. Still others may not be able to easily extract data from their EHR systems—an all-too-common reality.

Completing such an exercise prepares you to more adeptly adjust your procedures or requirements to accommodate the concerns of health care organizations when you can, be prepared to respond to legal or other issues that may arise, and to demonstrate that you understand and respect their situation and challenges. Such preparation also presents you as a credible and worthwhile partner for data exchange.

Keep in mind, too, that any expressed concerns or objections could indicate that the organization does not understand how it could benefit from the program, or it believes that the benefits fail to outweigh the perceived or real costs of the partnership. This issue emphasizes the critical need to make a strong value case.

Use the table on the next page to identify possible provider concerns and resistance, what actions you could take to address that concern, and what your message might be in response. Refer to the example below when completing the table:

Possible Concern	Possible Actions	Message
Would require too much IT and/or vendor time	<ul style="list-style-type: none"> <li>Develop a detailed exchange specifications/implementation guide in advance so that they can understand precisely what they need to do to participate.</li> <li>Map any local codes to your chosen value set.</li> </ul>	<p>“We will make it as painless as possible by providing detailed guidance for your interface team, making sure we are available when it comes time to test, and work with your team on how we will code your data so that we can map it appropriately.”</p>



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##### Addressing provider concerns worksheet

Possible Concern	Possible Actions	Message