

# *WHITE PAPER*

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Value Proposition Contrasted with Traditional Deployment





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## Cost Factors

### Greater volume discounts on EHR licenses

Purchasing agents like to believe negotiations with EHR vendors result in substantial savings. An aggressive and talented purchasing agent *might* achieve a better discount off list price. However, *substantial* discounts from top tier EHR vendors are all but impossible to achieve through any means other than volume discount.

The large sales teams of top tier EHR vendors would quickly erode marketability without strict adherence to volume discount programs. Each sales representative is permitted a set negotiating range. The representative's actual discretionary ranges are secondary to volume discounts. The strategic value of any single contract to the EHR vendor is a subjective assessment, while a contract for a specific volume is easily quantified. EHR vendors without the discipline to maintain strict pricing guidelines risk losing more value than they could possibly gain from a single contract.

*Discretionary* negotiable discounts are always a fraction of volume discounts. An organization purchasing 1,000 licenses buys at a lower price than an organization purchasing a single license *regardless of how effectively the purchasing agent negotiates.*

As a service consolidator, OnePartner will purchase more licenses than even the largest single organization. *All subscribers benefit from OnePartner's volume discounts.*

## Substantial Economy of Scale Discounts

OnePartner introduces an EHR model like no other. OnePartner purchases EHR licenses, on behalf of subscribers, in high volumes with appropriate volume discounts from EHR vendors. Each subscriber sees only their organization's virtualized installation while sharing the massive multi-million dollar EHR cloud infrastructure hosted in onepartner's Tier III data center.

Sharing infrastructure is sometimes referred to as "cloud computing". Cloud computing produces substantial economies of scale. When EHR vendors host their own products, these economies of scale generate substantially greater profits for the EHR vendors with minimal savings passed on to physicians.

Under onepartner eco, economies of scale decrease the monthly charges for every physician sharing the infrastructure.

*As the number of subscribers **increases**, the monthly fee for existing subscribers **decreases**.*



## Single Simple Subscription Price Per Physician

### CO-OPERATIVE 3S3P DECLINE

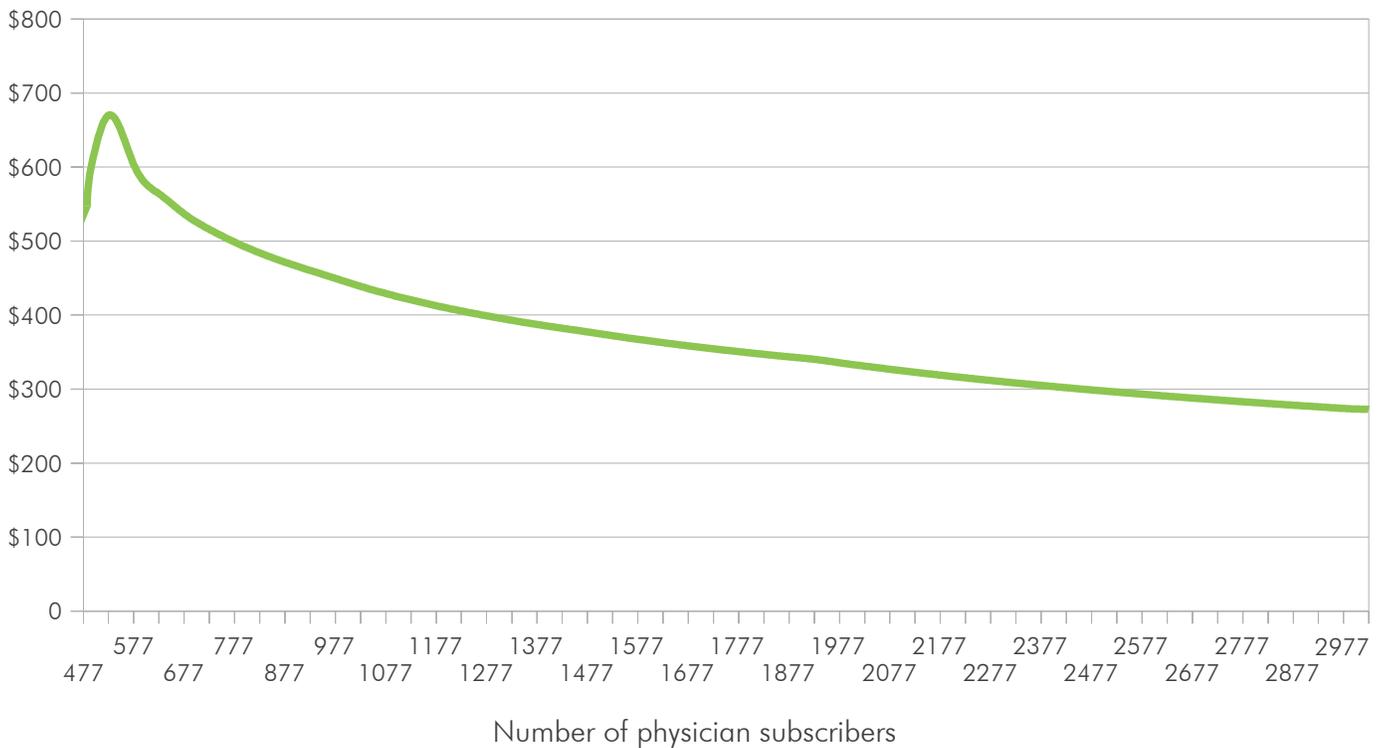


Figure 1: Subscription decreases as subscribers increase

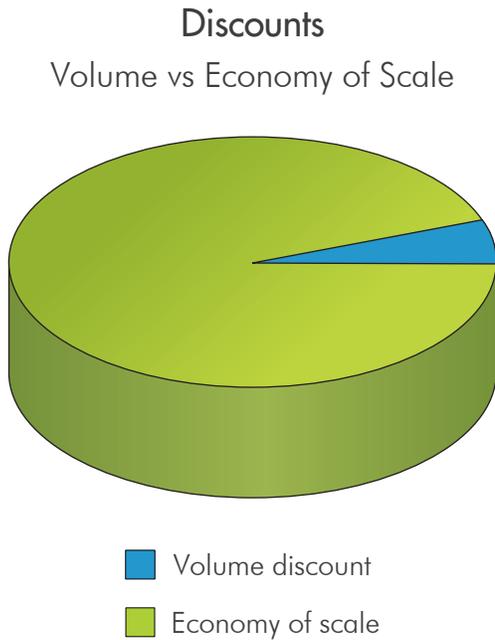


Figure 2: Discount comparison

## Single Simple Subscription Price Per Physician

For example, the first subscriber using the AllScripts MyWay infrastructure within onepartner eco pays \$705/month. When OnePartner signs the 3,000<sup>th</sup> subscriber, the first physician's subscription drops to \$266/month.

The subscriber's monthly fee has decreased by 62% (\$438/month).

*Of this decrease, 5.6% results from the EHR vendor's volume discounts, while 94% result from economies of scale as illustrated in Figure 2.*

*This illustrates the clear advantage an organization relying on onepartner eco has over an organization deploying a traditional model.*

## Declining Cost Over Time, Compared with Flat to Increasing Costs

Anyone considering a traditional EHR deployment should remember that when any hardware or system is purchased, they'll eventually be buying its replacement as well. Nothing lasts forever and the infrastructure that meets your needs today will eventually be obsolete or fail. If it breaks you'll buy it again.

This includes the equipment protecting your servers from fire, high temperatures and power failure.

Or you can leave these expenses to OnePartner and save money year after year.

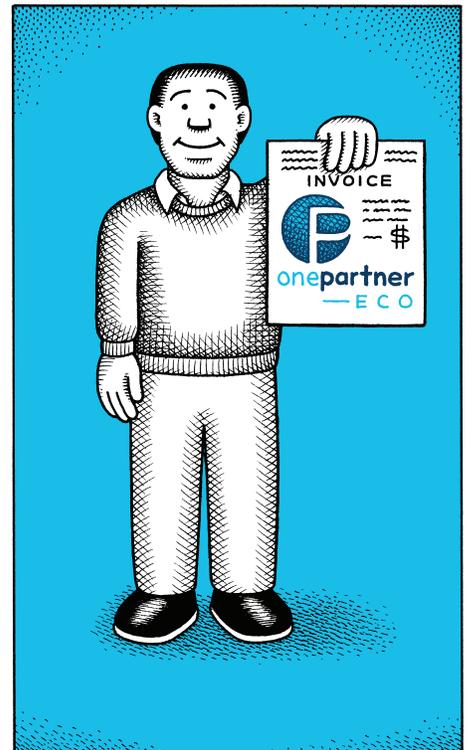
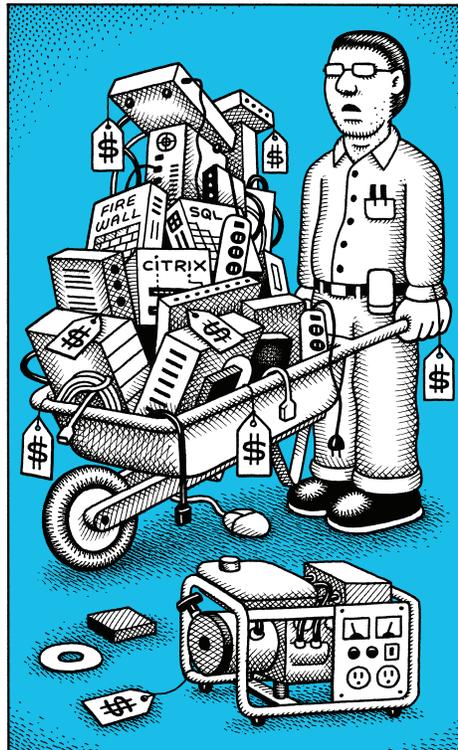
## Staffing Expenses

I want my organization to...

- A) Maximize profitability while providing the best patient care, or
- B) Be Information Technology gurus

Technology is a great asset but successful organizations **use technology** and **become great** at their defining objectives.

Supporting EHR infrastructure means supporting dozens of other technologies and applications. The cost of a traditional EHR deployment cannot be calculated without including additional, expensive Information Technology staffing. Even if information technology staff is on hand, employing them to configure a “some assembly required” EHR infrastructure is not the most strategic use of these resources with a turn-key alternative like onepartner eco available.



## Facility (e.g. server room) Expenses

A typical enterprise EHR installation includes a number of servers and specialized appliances. Even a very basic server environment can be costly and all components require regular preventative maintenance.

### UPS

An Uninterruptible Power Supply (UPS) system provides immediate emergency power during a utility failure. UPS systems are large battery systems usually sized to sustain the computing environment for brief periods (less than 15 minutes). UPS systems provide technicians time to safely shutdown equipment, or sustain the computing environment while generators startup.

### Generator

Diesel generators sustain the computing infrastructure during longer outages. Diesel generators are typically sized to support only essential systems.

### Fire Suppression

Overhead sprinkler systems used in most commercial buildings are “wet pipe” and are poorly suited for the server room. “Wet pipe” systems are filled with water and triggered from sprinkler heads. “Dry pipe” or “Pre-Action” systems are preferred for server rooms.

## **Network/Communication**

EHR systems require internal, server-to-server communication and external connectivity. Routers, switches and firewalls enable these functions. Each connection represents a potential vulnerability and should be configured and audited by Certified Information Systems Security Professionals (CISSP).

## **Security**

Server rooms should have restricted access with video surveillance. Unlike simple lock and key systems, fingerprint or proximity card systems log access by specific individual.

## **Environmental Control**

Computer Room Air Conditioning (CRAC) systems provide control of room temperature and humidity. Many private server rooms have limited environmental control. Failure of air conditioning equipment will usually result in rapid system failure and/or damaged equipment.

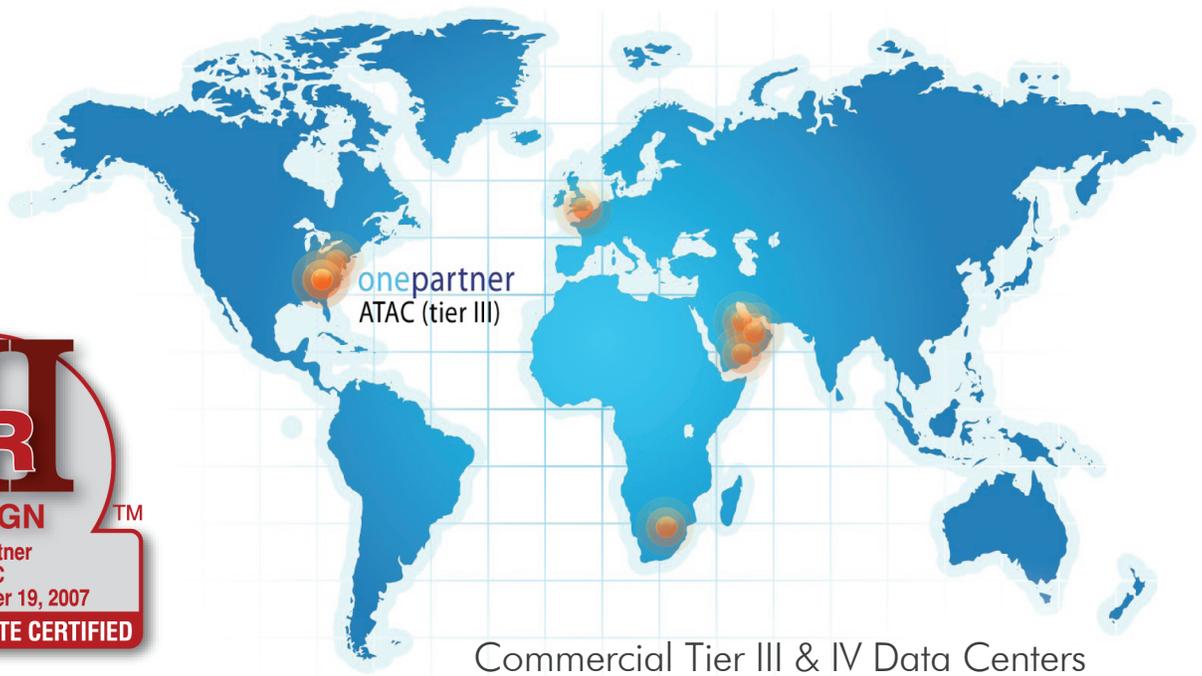
## **Redundancy**

A server room outfitted with the features listed above could be expected to perform at a Tier I availability level. "Tiers" are classifications of server room design established by The Uptime Institute. The lowest Tier level is Tier I and the highest is Tier IV. Achieving a Tier II availability classification requires a second equivalent system mirroring the systems listed above. This level of redundancy is most valuable in applications such as health care where the operational and financial impact of downtime is severe.

The ATAC data center is the 1st commercial data centers in America to earn a Tier III classification by The Uptime Institute.

## Alternatively...

Each system provided with onepartner eco is hosted within onepartner's Advanced Technology & Applications Center (ATAC) in Duffield, Virginia. The ATAC data center was completed in 2008. The ATAC data center is the 1st commercial data centers in America to earn a Tier III classification by The Uptime Institute. There are no higher certified commercial facilities in America and only seven in the world with equal classification.



## This is Reliability

Every component supporting the operational environment in the ATAC has an equivalent twin. *There are no single-points-of-failure in the ATAC.*

Since *October 2, 2008* OnePartner's ATAC data center has not sustained a *second* of downtime.

A separate document outlining OnePartner ATAC features and capabilities is available upon request at <http://www.onepartner.com>.

The onepartner eco EHR ecosystem is hosted in the ATAC. Charges for hosting are included in subscriptions. Organizations seeking to consolidate additional systems such as finance, human resources, etc will be provided discounts on additional cabinet space. Outsourcing the server room saves considerable expense, provides far greater performance and preserves valuable clinical space.

## Cost Predictability

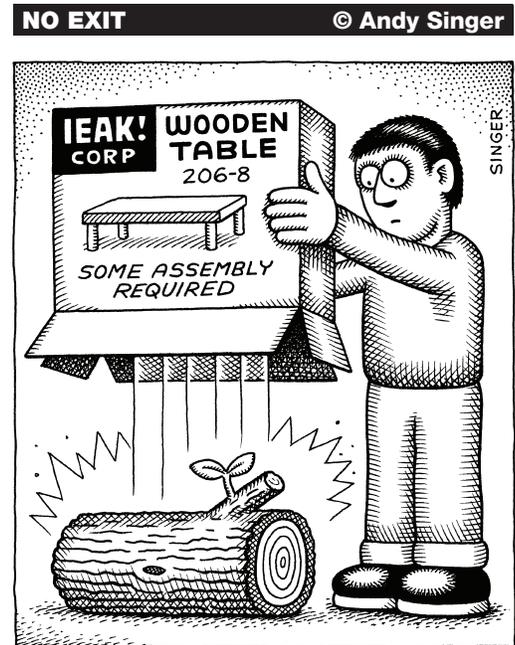
Every piece of equipment purchased for an EHR installation, including server, network equipment, air conditioning, backup power systems, etc. will eventually fail or wear out. In a traditional installation the physician organization is responsible for this cost. With onepartner eco, these costs are borne by OnePartner.

Strategic Factors

Simplicity

Selection of an EHR system sets in motion a seemingly endless series of additional projects. EHR systems offer the opportunity to streamline operations and achieve efficiencies throughout the organization that are simply not possible with paper systems. An EHR system without connectivity to other organizations (providers, hospitals and health departments) and without tight integration to preferred laboratory providers derails these efficiencies and creates more work than a paper system. Onepartner eco is an EHR ecosystem.

*Building your own EHR ecosystem is a “some assembly required” process.*



Select an EHR/PM system within the onepartner eco menu and OnePartner's team of experts will configure it for your organization and connect it to your business partners and community HIE (Health Information Exchange).

## onepartner eco includes

- Electronic Health Record (EHR)
- Practice Management (PM) System
- Help Desk (24x7)
- Cloud infrastructure (multi-million dollar)
- Monthly CISSP Security Architecture (Design)
- Monthly CISSP Security Audit
- MobileMD HIE (simple & secure connectivity and data transport)
- Connection to CareSpark RHIO (optional)
- Connection to Carilion-Spectrum Laboratory Network (and others upon request)
- Additional connections are available upon request (additional fees may apply)
- Offsite data archival with secure transport

**All for One Simple  
Monthly Subscription  
per Physician.**



Single Simple Subscription  
Price Per Physician

## Additional Ecosystem Features

An EHR ecosystem shared by thousands of physicians creates substantial economies of scale. This consolidation also creates opportunities for additional services not possible/practical with hundreds of traditional EHR installations.

OnePartner will incorporate additional valuable services into the ecosystem. Some of the services under consideration are provided below. Please let us know if there are other services that would be valuable to your organization.

## Onepartner Research

OnePartner's sister company, Holston Medical Group (HMG) based in Kingsport, Tennessee is an early adopter of EHR (1996) and leverages it to support a lucrative clinical research program. OnePartner Research provides investigator and coordinator training in conjunction with analytical services to help physician organizations identify prospective study subjects from their patient information.

## EHR Migration

Selecting the right EHR is a challenging process for many reasons. The cost of swapping out a poorly performing, or obsolete system adds substantial risk to the selection process. The EHR industry should continue to experience heavy mergers and acquisitions activity in the near future making selection even harder. With multiple EHR products running

under the same business model and hosted within the same data center, onepartner will be uniquely positioned to reduce migration expense between EHR systems.

## **Additional Software Resources**

OnePartner will seek opportunities to incorporate other software and services into onepartner eco, leveraging the awesome capabilities of a centralized, shared network of physicians. Subscribers will be provided opportunities to add these services to their 3S3P as desired.

## **Integrated Connectivity**

Onepartner eco includes a powerful inbound and outbound communications manager from MobileMD. MobileMD's HIE (Health Information Exchange) connects each activity node of the physician's work flow; orders, results, referrals and secure messaging. MobileMD transports data to/from external activity nodes such as laboratories and other care organizations, enabling Accountable Care Organizations (ACO) to extend EHR functionality to the fullest.

MobileMD HIE messages are triggered within the EHR system (where supported by EHR functionality) creating a natural, uninterrupted physician work flow. Information from external sources feeds directly into the EHR. Sustaining a high-volume practice with an EHR installation that requires physicians to constantly access systems outside the EHR environment leads to disappointment and organizational disruption.

Solid, seamless connectivity is one of the core requirements of a successful EHR installation.

MobileMD HIE is an uncommon and uncompromising union of powerful integration and end-user ease of use. All oversight and connectivity monitoring is provided by MobileMD and included in the 3S3P subscription.

## Security

Security is a **major** risk for any size physician organization, but can be especially challenging for small and mid-sized practices with limited expertise on hand. Smaller organizations *rarely* have adequate security to pass an audit by a qualified security professional.

The health care industry as a whole is a dangerous convergence of scarce *enterprise-level* IT talent, rapid deployment requirements, cafeteria-style application mixing, connectivity and increasingly strict regulations.

Protected Health Information (PHI) requires even greater care than consumer financial information yet traditional EHR installations are rarely, if ever, audited by professional security firms.

Onepartner eco is hosted in OnePartner's Tier III ATAC data center. The ATAC features *exceptional security* with 26 motion-activated digital video cameras. The ATAC is staffed 24x7.

Each step of this process is monitored from the Network Operations Center (NOC) and recorded on digital video.

OnePartner's ATAC data center has completed the SAS-70, type II audit typically required for financial institutions.



## Access to onepartner eco servers requires the following steps:

1. Access control station #1: Security guard buzzes authorized personnel into airlock.
2. Access control station #2: Security guard buzzes authorized personnel into atrium.
3. Authorized personnel presents photo id to security guard.
4. Security guard retrieves proximity card from locked cabinet and presents to authorized personnel.
5. Access control station #3: Authorized personnel scan proximity card and fingerprint for access to client work area.
6. Access control station #4: Authorized personnel scan proximity card and fingerprint for access to "man trap".
7. Access control station #5: Authorized personnel scan proximity card and fingerprint for access to staging area.
8. Access control station #6: Authorized personnel scan proximity card and fingerprint for access to server room.
9. Authorized personnel open combination locks on cabinets to access servers.

## Opposing Design/Audit Security Firms

Onepartner eco includes monthly design and audits in conjunction with comprehensive annual audits. Both tasks are performed by Certified Information Systems Security Professionals (CISSP) with *one firm* providing design and architecture oversight and a second firm providing auditing. This opposing design/audit approach helps ensure systems are designed and maintained to protect PHI.

## Reduced Risk

A successful EHR vendor must have an aggressive, focused sales focus to compete. EHR vendors that focus on sales and increasing or maintaining market share are vendors who will survive in a hypercompetitive market. For EHR vendors stewardship of successful implementation and especially the longterm full utilization is a secondary objective. Ultimately, the next sale is more important than shepherding the slow process of full adoption.

An ideal model is one that recognizes that the ultimate need for the EHR vendor is to close deals and the ultimate objective of the physician organization is to achieve full utilization.

Onepartner eco is this ideal model.

Onepartner eco is a subscription model with minimal up front physician expense. Our focus is on sustaining subscribers. Because we do not mark-up EHR/PM we are an ideal sales channel for EHR vendors, allowing them to focus

on sales and product enhancement while ensuring the satisfaction of their clients.

OnePartner's deployment team is comprised of physicians, clinical staff and technical resources with a long history of actual EHR use in high-volume practices.

## Contact

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