Healthix Vendor Interoperability Program (VIP)
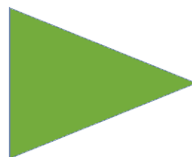
Marketing Kit

Once the ontract is complete and the interoperability confirmed, we are ready to go. Just provide Healthix with your organization logo and a brief company or service description, along with the link to your webpage and we are ready to announce your organization as a part of the VIP Program.

Components of the Kit

1 - Press Release template for your use (Note: Healthix must approve final version)
2 - Success story after implementation, as appropriate.
3 - Announcement of the VIP organization on the Healthix Website, placement of VIP logo on Healthix VIP page with description and link back to organization site
4 - Announcement in Healthix Newsletter to Healthix Participants

Healthix.org/VIP

If you have any questions, please reach out to:

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Press Announcements

①   Healthix Press Release Template

Upon completion of the technical integration you will receive access to our Press Release template for publicly announcing your participation in the Healthix VIP Membership. The final press release must be approved and authroized by Healthix before release. Healthix will post the news and link on our website.

DRAFT

**Simplifying Interoperability, [Vendor Name] Participates in the
Healthix Vendor Interoperability Program (VIP) to Enhance Service Offerings**

NEW YORK, XXX, 2019 /PRNewswire/ -- -- [Vendor Name] has announced that it is now a member of the Healthix Vendor Interoperability (VIP) Program. This program will ensure [Vendor Name]'s capability to connect to Healthix, the nation's largest public HIE, strengthen the utility of [Vendor Name]'s products and services, and streamline interoperability with healthcare organizations while establishing their brand as a data-secure entity in New York State.

The collaboration will enable [Vendor Name] to bring added value to customers who are looking to work with qualified vendors to securely share and access electronic patient data – whether it be for care delivery, efficiency in coordination or to support value-based payment and other risk sharing programs. As part of the onboarding process, Healthix analyzes systems to verify that data security is compliant with Healthix standards. They also perform a compliance assessment to support adherence to New York State privacy regulations and HIPAA. Once these requirements are met, Healthix will build a pipeline for [Vendor Name], connecting them to the healthcare records of more than 17 million patients.

[Vendor quote and additional vendor detail]

"We launched the VIP program to meet the needs of our Participants, making interoperability easier for them" said Todd M. Rogow, President and CEO of Healthix."

About Healthix
Healthix is the largest public Health Information Exchange (HIE) in the nation, bringing together over 1,200 healthcare organizations at more than 7,000 locations across New York City and Long Island. Healthix provides secure access to clinical data of more than 17 million patients, for treatment, care coordination and quality improvement. Data available through Healthix includes a broad range of clinical information electronically delivered with each patient encounter from across New York State, 24/7 in real-time. Visit www.healthix.org.

About [VIPCompany]

②   Success Story after implementation, as appropriate.

Once the service or application is functional, and the Healthix Participants are benefiting from the technology, the Healthix and VIP member PR teams can examine the potential of creating a compelling success story. This would be released jointly in the form of a press release, video or collateral.

Healthix Announcement

Facts to Know

- Healthix website receives 67,000 users a year, many of whom are our customers.
- The eNewseltter goes out 6 times a year to approximately 15,000 readers each issue, 90% of our readership is comprised of users and organizational contacts of Healthix. We have an open rate in the 22-25% range per issue.

3 Healthix Website

a — Highlight under *In The News* that links to press release and also lives on the *Healthix News* page.

b — Highlight of VIP member's logo with link to a description.

c — Listing on the *Vendor Interoperability Page*, while an active member.

4 Healthix Newsletter

d — Highlight in our Healthix Newsletter to relevant organizations.