



NEWS RELEASE

FOR RELEASE

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Southern Prairie Community Care (SPCC) Announces Rebranding of State Certified HIO, Changes HIO Division Name to CareTrac

MARSHALL, Minn., June 15, 2017 – CareTrac, formerly known as SPCLink, underwent a comprehensive rebranding effort. As a State-certified Health Information Organization (HIO), CareTrac offers an array of services to increase access to information that advances better care, with more efficiency, and helps to foster healthier communities. The rebranding consisted of five key upgrades: an updated approach to reflect the expanded statewide territory served by the HIO, an updated governance structure, new website and expanded staff team to accommodate organizational growth. Completing the execution, SPCC revealed the new name of the HIO: CareTrac.

“In a rapidly changing environment, as we move away from traditional payment models and toward value based care, all stakeholders are challenged to make new strides to improve quality, increase efficiency, and manage total cost of care. Access to complete, actionable, and real-time data is critical to achieve this transformation,” said Liz Cinqueonce, executive director for SPCC.

Taking a cue from its namesake, CareTrac’s mission is to deliver reliable health information services that support members in tracking care (and gaps in care) for the patients they serve, in turn achieving three primary goals: better care, more efficiency, and healthier communities.

CareTrac services are developed based on needs identified by its members to advance these common goals. CareTrac members are directly involved in developing the business requirements for services offered, as well as the evaluation and selection of all technology vendors engaged for the delivery of services. Current areas of focus include providing technical solutions that:

- Allow for secure sharing of electronic clinical information among health care providers
- Provide mechanisms to consolidate data from multiple providers into a single patient record
- Enable mechanisms to alert care team members when key events or gaps in care occur
- Provide services that drive efficiency in managing populations and precision in targeting resources for better care, more efficiency, and healthier communities.

In 2016, the division enhanced its business offerings in the following areas:

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Health Information Exchange Technology – CareTrac procured a new vendor for Health Information Exchange services, including Direct Secure Email, Query Based Exchange, Alerts and Notifications, Personal Health Record Portal, and Data Aggregation and Normalization.

Advanced Analytics – CareTrac procured a second vendor to provide turnkey analytics that result in delivery of meaningful intelligence to rapidly evaluate and continuously improve overall population health, quality of medical care, and financial performance.

Professional Services – CareTrac expanded staff resources to better support members in the preparation for health information exchange, provision of technical support to members and their EHR vendors on interface development and connectivity, and incorporation of new health information into practice work flows.

Website – Launched www.caretracHIO.org, the new website which showcases the CareTrac brand, strategic approach, and key service offerings.

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About Southern Prairie Community Care: Founded in 2012, a team of commissioners from twelve Minnesota counties joined forces to create an agency that could advance health in the region. SPCC's core focus areas include: Integrated Care Services, Health Informatics, and Population Health Improvement. SPCC is a joint powers organization with three divisions carrying out this work:

- The SPCC Integrated Network of regional providers is contracted with the Minnesota Department of Human Services as an Integrated Health Partnership serving more than 28,000 members in the 12-county region.
- CareTrac is a division of SPCC that is a State-Certified Health Information Organization offering health information exchange and related services throughout the state of Minnesota.
- The Southern Prairie Center for Community Health Improvement is a 501c-3 charitable organization that pursues funding to support population health improvement and innovation.

SPCC is headquartered in Marshall, Minnesota, with offices in Willmar, Montevideo, Worthington, and the Twin Cities Metro Area.