

Press Release. January 23, 2014
Axesson Launches California Direct
Simple health information exchange supporting achievement of Meaningful Use

Axesson, a HISP and HIE service provider specializing in clinical connectivity, is pleased to announce our newest product, **California Direct**, a simple and safe way to share health information with the right person at the right time. Based on federal standards, Direct enables communication between providers, care team members, and patients to improve care coordination.

California Direct accounts are available to all health care stakeholders in the state for a very low cost that includes implementation and training, with no additional transaction fees. Thanks to funding from the UC Davis Institute for Population Health Improvement (IPHI) and its [California Health eQuality](#) (CHeQ) Program, **the first 1,000 accounts for qualifying rural providers will be free for 2014**. This funding flows from the California Health and Human Services Agency (CHHS) cooperative agreement with the Office of the National Coordinator for HIT (ONC).

Axesson will operate California Direct as a Health Information Service Provider (HISP). "We're enthusiastic about offering Direct to Providers in California," said Bill Beighe, General Manager of Axesson. "This funding from CHeQ for free accounts in qualifying rural areas is an important investment given the need for a simple data exchange option for many rural Providers."

Pam Lane, CHHS Deputy Secretary for HIE, commented, "California Direct fills a critical gap in the HIE landscape in our State, offering a low-cost service that Providers can adopt to share data to improve patient care, especially in rural regions where there isn't a community HIE alternative today."

Providers with a 2014-certified Electronic Health Record (EHR) system may choose to access California Direct from within their EHR, while providers without an EHR can use a secure mailbox that functions similar to email. Direct is easily integrated into existing referral patterns and practice workflows while significantly reducing faxing, scanning, and re-keying of data. Common scenarios include:

- Transmitting referrals and care summaries;
- Sending alerts to Providers caring for a patient upon hospital admission, discharge, and transfer;
- Enabling patients to receive copies of their own information electronically;
- Connecting to trusted health information exchanges;
- Helping eligible providers and eligible hospitals meet Meaningful Use requirements.

Beighe added, "Axesson is committed to the safe and secure exchange of patient health data with the goal of data following the patient wherever it is needed. To that end, we are participating in the National Association for Trusted Exchange (NATE) and DirectTrust." California Direct includes a standards-based Provider Directory that will allow Providers, including those using other HISPs, to find each other and exchange Direct messages.

"The launch of California Direct is a significant event not just for California, but nationally," explained David C. Kibbe, MD, MBA, senior advisor to the AAFP and DirectTrust CEO. "It's another indication that Direct exchange is reaching a tipping point as a ubiquitous means of secure health information exchange in 2014, and Axesson is well-positioned to expand this service to other provider communities. With accreditation from DirectTrust, Axesson's Direct customers will be assured of reaching Direct customers across the country who are part of DirectTrust's network."

Aaron Seib, NATE's CEO, added, "Axesson's involvement in NATE's efforts to expand the appropriate use of health information exchange, including NATE's Provider Directory and PHR activities, will directly benefit all types of providers, including those in rural regions of California."

Enrollment to **California Direct** is open at www.californiadirect.org.

About Axesson Axesson delivers health information exchange and analytic solutions necessary to make healthcare succeed. Our 15+ years of experience creating system interoperability allow us to bring you complete connectivity solutions. Axesson operates the Santa Cruz Health Information Exchange ([SCHIE](#)), one of the longest-running in the industry, and supports clients in over 20 states. For more information about Axesson, please visit our [website](#). Axesson 5200 Soquel Ave, Santa Cruz, CA 95062 831.600.3750 www.axesson.com dlakely@axesson.com