

# **HLN Consulting, LLC: Company Overview**

Association of Immunization Managers (AIM)  
Virtual Exhibit Hall

July 29, 2021

# Company Origins

- Founded 1997
- Privately owned
- Virtual from its inception
- Academic heritage
- Founder: Dr. Noam H. Arzt, FHIMSS, FAMIA
  - Undergraduate and graduate degrees from Univ of PA
  - Spent +/- 20 years managing technology at Penn including The Wharton School
  - Open source always a key fixture of research university computing



# Company Size and Engagement



- CA-registered small business
- Grow and shrink as demands require
- Significant growth for COVID response: @35 engaged
- Mix of employees and contractors

# Mission and Competitive Advantage

## ***Vision:***

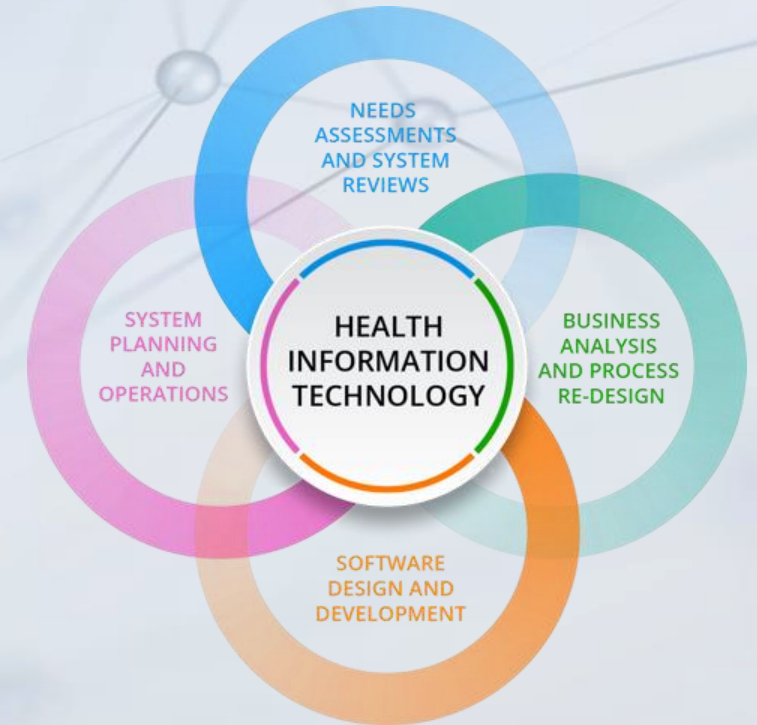
- HLN envisions a world in which public health and healthcare organizations share and use open source technology platforms to achieve high performing and sustainable solutions for improving the health and well being of patients and populations.

## ***Mission:***

- Our mission is to enhance and support the capabilities of public health organizations and healthcare providers by providing high quality consulting services, strategic planning, software development including open source solutions, and software hosted as a service.

# Our Approach

- It's about the intersection of ideas and action (Praxis): We are thought leaders who (at least try to) practice what we preach
- Strive to be transformative, forward-thinking, and broadly impactful
- Projects are a way to sustain our activities, and discover and exercise our ideas
  - Develop and maintain new or existing systems
  - Manage a process to ensure successful roll out of new systems
  - Devise innovative strategies to solve organizational challenges
- Tell a compelling story through our work
- Open source is often a good fit



# Core Values

- ☑ **Service to Our Clients:** We are highly responsive and highly available to our clients, a service orientation that requires of us an intense pace and a versatile staff. This attitude is punctuated by pride in achieving results for our clients - on time, on budget, and with high quality.
- ☑ **Intellectual Rigor:** We uphold the ideals of intellectual curiosity, openness, and rigor by promoting innovation and intellectual exchange among our staff and clients.
- ☑ **Collaboration:** We work collaboratively with clients, learning from them as they learn from us. Every project is a learning experience, not just "punching a clock."
- ☑ **Social Consciousness:** We feel good that our work contributes to society's well-being, and our commitment to this social good is not in conflict with our desire to sustain the business.
- ☑ **Trust and Respect:** We function within a framework of mutual trust and respect, for our staff, our clients, and our partners

# Areas of Interest



- Public health registries, including IIS
- Clinical decision support (CDS)
- Patient matching algorithms and strategies
- Integrated public health systems and approaches (data modernization)
- Interoperability standards and implementation, Health Information Exchange (HIE)
- Pandemic response and bio-defense
- More recent: *Vaccine credentials*

# Our Clients

- **Public health agencies at all levels:** Federal (CDC, ONC, VA), state (CA, CT, IL, MN, NH, RI, VT) local (NYC, Phila), tribal (IHS)
- **Non-profit organizations** who work closely with public health agencies (PHII, PHS)
- **Public health professional societies/ organizations** (AIRA, APHL, CSTE, HIMSS)
- More recently,
  - **EHR/PHR vendors** who want to use open source clinical decision support products
  - **Consumer app vendors** focus on IIS query and vaccine credentials



# Community Participation



- Strong supporters of AIM, AIRA
- Invest prudently in open source product development
- Participate in health IT standards development organization (SDO) activities (e.g., HL7)
- Participate in public health community projects (e.g., CDC MedMorph, Digital Bridge)
- Participate in broader healthcare activities (e.g., HIMSS, BPM+, VCI/CCI)
- Leverage projects to support open source product development
- Publish often and present at meetings/conferences
- Be in the right place at the right time



CORPORATE ALLIANCE

2021 Bronze Member



# Open Source Projects

- Immunization Calculation Engine (ICE)
  - Provides immunization evaluation and forecasting clinical decision support following ACIP clinical guidelines
- Reportable Conditions Knowledge Management System (RCKMS)
  - Supports national electronic case reporting (eCR) project through CSTE, APHL and CDC



# Software Service

- Developed for the NYC Citywide Immunization Registry (CIR)
- Now also used in WV
- Flexibly supports participation by multiple members of a provider organization team to complete various sections of the same vaccine provider agreement forms
- Use of Magic Links (i.e., Passwordless Authentication) to authorize users without the need to create named accounts
- Exports the CDC-required extract of provider organization information
- Support for integration with any IIS
- [Full description](#) of VPAS is available as is a [short video](#) showing its key features



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# Contact Information



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