RFC: A Unified *One SHIN-NY* End-User Participant Experience & Support

8/28/2025

# Background

Central to achieving the goal of “a flexible and responsive statewide health information exchange that can more readily meet the needs of participants and the New York State Department of Health (Department) in an evolving technical atmosphere,” the New York eHealth Collaborative (NYeC) has been directed by the Department to unify data and services across the Statewide Health Information Network for New York (SHIN-NY)-- a model called **‘One SHIN-NY'.**

This One SHIN-NY model will be functionally more equivalent to a single-statewide HIE for the activities which are funded by the Department. This means that rather than each SHIN-NY Qualified Entity (QE) independently providing all SHIN-NY services to their enrolled participants, most SHIN-NY functions supported by the State will be implemented as one statewide system for all participants, with each function generally operated by a particular QE. In general, NYeC will procure an operator of each SHIN-NY function from among eligible QEs.

To help unify these various functions and services, NYeC anticipates issuing one or more procurements that award one or more QEs a contract(s) for the provision of services that ensure a robust, unified user experience of *One SHIN-NY*.  This Request For Comment (RFC) seeks input on the design aims and architecture of the systems that will deliver that One SHIN-NY user experience.

## Instructions

Please respond to the questions below by typing answers below each question. You may respond to any or all of the questions. Please submit this document containing your responses by End of Day on September 18, 2025, to: [nyecprocurement@nyehealth.org](mailto:nyecprocurement@nyehealth.org).

Respondents are encouraged to offer additional constructive input on the topic, beyond the outlined questions, as an appendix.

# Components of One SHIN-NY Participant End-User Experience

For all participants, the experience of interacting with the SHIN-NY should feel like using a single system – One SHIN-NY. We need to reduce friction and avoid confusion for those who use the SHIN-NY services. At the same time, various QEs will be promoting and operating **Value-Added Services** that are leveraging SHIN-NY data and possibly other elements of the infrastructure. We need to devise a technical infrastructure and support arrangement that accommodates both things.

## Potential Pitfalls to Avoid

* Participants will be confused about where to turn for support without a unified helpdesk – or at least a unified point-of-entry.
* Participants will become confused by the complexity of the SHIN-NY organizational structure as they pursue new services.
* Without a common IAM (Identity and Access Management) with RBAC (Role-Based Access Control) solution (e.g., a single pane of glass that users log into to access all statewide tools) participants will have to manage multiple credentials to use SHIN-NY services.
* Without a centralized ticketing system (e.g., Salesforce, Jira, etc.) QEs will be unable to coordinate support for issues that span SHIN-NY functions.
* Without a centralized audit and monitoring solution, technologists from QEs or NYeC will not understand the current state of SHIN-NY services in order to communicate with and better serve participants.
* Without effective support and accommodation for Value Added Services, QEs will be powerless to resolve problems and generally deliver high quality services.

# RFC Questions

## General Participant End User Support

* 1. Recognizing that for State-supported services participants will rely on functions coming from multiple QEs, conceptually, how should the SHIN-NY unify support for services that exist at particular QEs or span multiple QEs?
     1. How would you flowchart and/or diagram an ideal state? (add an appendix if necessary)
  2. How should a centralized SHIN-NY tech support system be staffed?
     1. List specific roles to be filled, such as interface engineers, MDM experts, HIE technical business analysts, customer success and/or outreach representatives, etc.
     2. Consider L1-L3 support.
  3. How should the ideal support model be phased in?
  4. What are the most crucial aspects of participant support for the SHIN-NY to deliver in a unified manner?
  5. What types of differentiated outreach or support should be considered for distinct user types (e.g., hospitals/health systems, primary care providers, behavioral health providers, FQHCs, etc.)?
  6. How should unified SHIN-NY support be available for QE Value Added Services?
  7. What will be the largest challenges to unifying participant support?

## Identity & Access Management

* 1. How should One SHIN-NY identity & access management generally be conceptualized?
  2. How should we enable cross-QE user lookup and provisioning (e.g., statewide credential portability) for the State-supported services?
  3. Could the statewide solution realistically serve as the IAM foundation for QE Value Added Services? What considerations should be made to make a solution work better for that purpose?
  4. Are commercially available systems likely to meet SHIN-NY needs?
  5. Are there examples being utilized elsewhere (even across other industries) that could inform the solution leveraged by the SHIN-NY?
  6. How should the SHIN-NY security protections and protocols be communicated to end users?
  7. How often should security protocols be audited?
  8. Which mechanism would be best to communicate with end users in the event of a cybersecurity threat or data breach?

## Participant End User Support Technology

* 1. What common technology platforms will the SHIN-NY need in order to deliver unified support to participants? Consider the following and prioritize their importance, adding more if needed:
     + A centralized statewide MPI (e.g., Verato sMPI)
     + A centralized integration engine layer (e.g., Mirth Connect)
     + Statewide Consent Registry
     + RBAC (Role-Based Access Control) solution (e.g., a single pane of glass that users log into to access all statewide tools)
     + Direct Secure Messaging solution
     + Centralized ticketing system (e.g., Salesforce, Jira, etc.)
     + Centralized auditing and monitoring solution
     + Centralized Participant Directory
     + Shared Participant CRM
  2. How should EHR or other system integrations for inbound/outbound interfaces/APIs be handled? Should local QEs provide these offerings, or should there be a centralized integration team that does this work?
     1. Consider embedded applications, such as for Epic.
  3. What tools should be used to support escalation protocols to ensure urgent issues are handled efficiently?
  4. How should visibility by any QE into the support process be designed?
  5. What level of self-service functionality (e.g., ticket status tracking, chatbot support, etc.) should be available through a potential SHIN-NY support portal?
  6. Which access points (phone, portal, email) do you or users typically find most effective for resolving issues and under what circumstances?

## Participant End User UX Experience

* 1. What technical design and systems should the SHIN-NY use to provide a common UX to participants?
  2. What functionality should a unified front-end UX offer, if that design is chosen?
     1. Should participants have a ‘single pane of glass’ to manage their SHIN-NY wide account services?
  3. Are commercially available systems likely to meet SHIN-NY needs?
  4. Are there ways that UX consistency could reasonably be attained across the various SHIN-NY functions/services?

## Participant Relationship Management

* 1. What individuals or teams should be responsible for ongoing oversight of participant experience management, and how should that accountability be structured?
  2. For both current & new SHIN-NY participants, how should the SHIN-NY approach onboarding and credentialing of participants in a unified infrastructure?
  3. What metrics should be used by a centralized One SHIN-NY Technical Support structure to measure success and end user satisfaction?
  4. What types of protocols or feedback loops should be implemented to ensure user experience issues (technical and otherwise) are systematically identified, tracked, and addressed? Should this be distinct from the technical support process/system?
  5. What methods should be prioritized for gathering meaningful user experience data?
  6. How can the SHIN-NY improve the clarity and visibility of its communications around the “One SHIN-NY" model across all communications while also allowing for QE customization when appropriate and the promotion of QE Value Added Services?
  7. How can the SHIN-NY promote a unified identity and improve community sentiment for public support of the SHIN-NY.
  8. How should messaging around QE Value Added Services be managed as to minimize confusion for participants?