SIDH: FAQ for SIDH Partners

1. What are the benefits of SIDH program for SIs?

Answer: The SIDH program is a great opportunity for SIs to build a strong business in healthcare technology supported by NHA and EY. The key benefits are:

- Expand business into new healthcare market.
- Build relationship with leading EMR companies – create long-term business opportunity.
- Build relationships with local hospitals and healthcare facilities –revenue driver over time.
- Access to high-quality training, onboarding, and other resources by NHA[1] and EY[2]
- Ability to sustain and grow business beyond EMR sales & adoption

2. What are the roles and responsibilities of a System Integrator (SI) in this program?

Answer: The SI plays a pivotal role in ensuring the successful adoption and utilization of the electronic medical record (EMR) system in hospitals by:

- Partnering with ABDM[3]-approved EMR[4] companies
- Working with the EMR companies to drive sales & marketing efforts to hospitals in their region
- Supporting hospitals in selecting the appropriate EMR (incl. contracting effort)
- Supporting hospitals and EMR companies in product implementation (incl. training hospital staff)
- Providing post-implementation support to hospitals
- Providing additional services to the hospital e.g., technical support, data entry etc.

3. What types of organizations are typically considered strong candidates for the System Integrator profile (SI)?

Answer: Typically, mid-sized organizations with strong background and experience in Healthcare/IT Systems / Computer Hardware / Software support. We prefer organizations with 3-5 years of business experience.

4. How many additional staff will System Integrator (SIs) need for the SIDH?

Answer: We anticipate that the SI partner will initially need a small team for Pre-sales, Sales, and implementation support. Here's a brief description of the roles involved:

- **Sales & marketing: 2-3 members** to qualify leads, identify customer needs, and drive sales
- **Clinical / Healthcare consultant: 1 member** to work with sales team for EMR demo, understanding hospital need
- **Technical Support: 1 member** to work with sales team to define technical requirement of hospitals

Additional staff may be needed for other activities e.g., product support, data entry. Such staff members will likely be billed and linked to additional revenue opportunities.

5. **As a SI can we expect any short-term tangible advantage (additional incentives apart from the commission from the EMR solutions) by enrolling into the program?**

Answer: While there are no additional cash incentives by NHA, a significant effort and investment is being made by NHA and its partners in creating and strengthening the SIs as part of the SIDH program. That includes:
- Enabling SI - EMR company partnership
- Providing Comprehensive Healthcare & ABDM training
- Conducting EMR Sales training and support
- Providing outreach support e.g., access to ABDM registered hospital list

Consequently, while there is no cash incentive schemes, the cumulative investment being made in creating business opportunities for SI partners is very significant.

6. **Is there any document which will help me understand the project, business potential gains as an SI in the SIDH project?**

Answer: EY team will provide a **'SIDH Partner Deck'** which has information about the SIDH project, the roles and responsibility of the SI, EMR companies, long-term business potential from hospital clients, etc.

Note: Specific commercial terms between SIs and EMR partners (e.g., sales commission, revenue share on support etc.) is to be determined between both parties.

7. **What are the selection criteria for onboarding SIs?**

Answer: The selection criteria for onboarding SIs will be based on the SI selection matrix. This

includes evaluating (a) company's profile (b) performance over the last three years (c) relevant experience in technology (d) healthcare experience, if any (e) desire to build capabilities for the SIDH program and (f) other relevant areas. The final decision will be made based on the scores and ratings. The selection matrix will be shared in advance.

8. Can a SI partner sell across the state or across India?

Answer: Not initially. SIs partners are initially required to focus on their local region ONLY, to ensure focus and success of the SIDH program in this region.

Subsequently, SI partners can sell in any region of their choice.

9. How long is the SIDH initiative expected to last?

Answer: The main objective of SIDH initiative is to help SI partners develop capabilities and become successful in selling and supporting EMRs in their local area. We expect that to happen over the next 9-12 months. We will provide active support during this period. Subsequently, the SI partners will develop their own experience and expertise and become independent.

10. What are the typical timelines for implementing HMIS/EMR in hospitals?

Answer: The timelines for implementing HMIS/EMR in hospitals vary based on factors like hospital size, the number of modules, and the level of customization needed. For a typical hospital, it takes between 3-6 months for the initial implementation and Go Live.

PART 2: SUPPORT FROM GOVT/NHA

11. Will the government mandate private hospitals to use EMRs in the coming 1-3 years which can in turn increase demand for EMR products?

Answer: Yes there are many initiatives which will do so. Over the next couple of years, the government is expected to make a lot of demands on hospitals to use digital tools.
- For example, the government will require hospitals to start generating & using the ABHA ID (health ID) for registration. Click here to know how to create an ABHA ID: https://abha.abdm.gov.in/abha/v3/register
- The government has also introduced incentive schemes like DHIS (Digital Health Incentive Scheme) to promote the adoption of ABDM-enabled EMRs among hospitals.
- Many government schemes (e.g., PM-JAY, CGHS) will provide the ability for submitting e-claims, which also needs the use of EMRs.

Note: ABDM is getting significant traction in India. As of May 2024, there are:
- Over **62 Crores Indians** who have a ABDM citizen ID (ABHA ID)
- Over **2,70,000 healthcare facilities** registered which have a ABDM Facilities ID (HFR)
- Over **3,50,000 healthcare professions** registered which have a ABDM Professional ID (HPR)

In this way, the government will require hospitals to use EMR systems even though it may not be "mandated". This will certainly drive more EMR adoption across the ecosystem.

12. **Where can I learn more about the ABDM program?**

Answer: You can find more information about ABDM from the EY team or on the ABDM website: https://abdm.gov.in/

13. **What incentives do hospitals get for using ABDM-compliant HMIS software?**

Answer: Hospitals get incentives through the Digital Health Incentive Scheme (DHIS). To know more about the scheme, you can visit this link-: https://abdm.gov.in/DHIS

14. **What strategies does the government use to encourage digital health ID adoption, and is there a plan to make them mandatory?**

Answer: The government is actively promoting the adoption of Digital Health. There are **over 62 crore ABHA IDs created across India**! While not yet mandatory, efforts include:
- Linking AB-PJAY to health ID/ABHA
- Encouraging primary healthcare, such as AB-HWCs, to start making health IDs.
- Initiatives like e-Sanjeevani (Tele-consultations) ensure that health IDs are accessible even in remote areas.

PART 3: EMR PARTNER RELATED QUERIES

15. **What factors should an SI consider when choosing EMR companies to collaborate with?**

Answer: When selecting EMR companies to collaborate with, SIs should consider:
- EMR company profile
- EMR Products & Services offered by the EMR company
- Compatibility and collaboration with EMR companies
- EMR Pricing & Revenue sharing model
- Commitment of EMR company to support SI partner.

16. **As a System Integrator (SI), what terms and conditions should I consider in my MOU with EMR**

partners?

Answer: The discussion points should include the following :

- **EMR License Fee:** Discuss pricing models for the EMR software licenses. This could involve fixed fees, tiered pricing.
- **Revenue Share on License:** How much will be the % of revenue sales.
- **Sales and Marketing Responsibilities:** Discuss how leads will be generated and qualified. Will the SI and EMR company share marketing costs? Will the SI have exclusive rights to sell the EMR solution in that particular region, or will there be a non-exclusive agreement?
- **Service Level Agreements (SLAs)**: Establish clear expectations for response times, resolution time, and uptime guarantees for both SI services and EMR software. Outline penalties for non-compliance with SLAs.
- **Training and Support:** Determine how the SI will be trained on the EMR solution and how they will in turn provide support to hospitals after implementation. Decide who will be responsible for ongoing product updates and maintenance.
- **Memorandum of Understanding (MOU) Agreements** Include key points negotiated above, such as pricing, revenue sharing, sales & marketing responsibilities, SLAs, training & support. Define the terms of the agreement and the termination clause. Specify dispute resolution procedures. Clearly outline the roles and responsibilities of each party (SI and EMR). Ensure both parties have legal representation review the MOU before signing.
  [EY will share a template for the MOU to act as a starting point}

17. Can a SI company also be the EMR solution provider in the SIDH program?

Answer: As part of the SIDH program, we are NOT selecting SIs which have their own EMR.

Note: If an SI does have an EMR solution (ABDM compliant i.e., M1, M2, M3) then they can apply to be a EMR solution provider and once approved by the NHA can be an EMR partner in the SIDH program.

18. **Can only one HMIS/EMR software be implemented in a hospital?**

Answer: Typically, most small / mid-sized hospitals will not have multiple HMIS / EMR implemented. It is common for a hospital to change an HMIS / EMR product and implement a new one if they are not satisfied with the current product.

PART 4: SUPPORT FROM EY

19. How is EY³ going to support the SIs during the program?

Answer: EY will support SIs in the following ways:

- **Program Management:** EY is providing overall program management for SIDH program including development of training material, creating a list of interested EMR companies, creating a list of potential hospital etc.
- **Training**: EY will support SIs in hospital sales training, healthcare training (incl. ABDM), program implementation support.
- **EMR Guidance:** EY will provide guidance and support to SIs throughout the program - helping them navigate the various stages of EMR sales and implementation.
- **Business Support:** EY will provide business support for SIs during first few hospitals deals e.g., key services, pricing support

20. Who is responsible for providing training to the SI?

Answer: The System Integrator (SI) will get training support **from EY** and from **EMR companies** for them to be successful. Here are the key components:

EY training
- **Digital Health & Marketing Training:** The SI will undergo an internal training program to understand the healthcare ecosystem and learn how to sell to hospitals.
- **EMR Software Training:** The EMR software provider will conduct training sessions for the SI. These sessions will cover critical areas such as: product knowledge, understanding the EMR system's features, functionalities, and technical aspects.
- **SIDH App:** SI will also have access to the SIDH app, which will provide all the relevant resources, training documents, IEC materials, etc. You can access the App here https://play.google.com/store/apps/details?id=com.ds.sidh.app
- **Toolkit:** Additionally, the SI will also receive a Toolkit document containing all the required marketing and sales materials necessary to drive sales efforts.

EMR Company training
- EMR Product specific training
- EMR Demo training
- Training on EMR Product pricing / commercial terms

21. How can an SI persuade hospitals to adopt and use HMIS/EMR software?

Answer: Comprehensive training will be provided to the SIs regarding this by EY and by EMR partner companies. To persuade hospitals to adopt EMR, SIs can:

- Highlight current healthcare trends
- Emphasize how EMR systems integrate seamlessly with other healthcare technologies
- Explain the benefits of HMIS/EMR for all stakeholders
- Discuss the importance of ABDM and ABHA IDs
- Offer extensive training and continuous support for hospital staff
- Share success stories and case studies from other hospitals
- Address EMR implementation concerns (e.g., security and compliance)
- Present the relationship as a long-term partnership

22. **Why is geography not divided for SIs in the SIDH initiative?**

Answer: In each region, we are onboarding a limited number of SI partners to ensure adequate business opportunities for each partner in that region. Similarly, we would like hospitals in that region to also get the opportunity to choose an EMR and SI partner that best meets their business need.
This approach ensures a win-win for all stakeholders.

23. **How are SIs expected to provide training to hospital staff?**

Answer: Training for hospital staff can be provided by SI or EMR company, based on their working relationship. There are several options-
- **SI-Led or EMR-led Training**: Training conducted by either SI or EMR (or jointly)
- **Online and Offline Modes:** Training is delivered through a mix of online (webinars, e-learning) and offline (on-site workshops) methods.

EY will also provide training material to SIs which they can customize for hospitals.

Glossary of Terms:

1. National Health Authority
2. EY: Ernst & Young
3. ABDM: Ayushman Bharat Digital Mission
4. EMR: Electronic Medical Records