Clinical Engagement Strategy
2016 - 2020

Shelley Lipon,
Customer Relations Executive Americas
Why clinical engagement?

“Clinicians are frequently the first to hear, see and identify patient conditions and findings that need documentation. Further, clinicians are in a unique position to see correlations between the items that need documentation. Being able to contribute to terms, definitions, and the valuable relationships available within SNOMED CT improves usability. Working with the entire design team for an EHR allows for better presentation, and proper representation that may significantly contribute to timeliness, efficiency, and, most important, improved care outcomes”.

Mark Jurkovich, Chair, SNOMED International Dentistry Special Interest Group
Benefits of clinical engagement

- Informing direction of SNOMED International products and services
- Improving quality, and thus clinical usability and acceptability, of SNOMED International products and services, based on clinical knowledge and expertise
- Identification of clinical champions who support and endorse the implementation of SNOMED CT and related products and services
- Promote collaboration between international healthcare professional groups that improve SNOMED International products and services
Clinical Engagement

SNOMED CT, enhanced by clinicians, to support current and future clinical practice
Format of the strategy

- Background
- Vision for Clinical Engagement
- Principles
- Clinical engagement objectives
- Implementation plans
  - International
  - Regional
    - AsiaPAC
    - EMEA
    - Americas

- Appendix
  - Background information
SNOMED International strategic directions

1. Demonstrate successful large scale implementations of SNOMED CT
2. Remove barriers to adoption for our customers and stakeholders
3. Enable continuous development of our product to meet customer requirements
4. Provide scalable products and services that drive SNOMED CT adoption
5. Set new trends and shape new technologies that increase the overall use of SNOMED CT
Who are our clinical stakeholders?

INTRODUCTION
Clinical Engagement – current state

- Healthcare Professions Coordination Group (HPCG)
- Professional Special Interest Groups (SIG’s)
- SNOMED International SNOMED CT Authoring team - experienced clinicians
- Clinical collaborations e.g. ICN, WONCA, WASPaLM
- Content development projects – clinicians as Subject Matter Experts
- Clinical quality assurance of specific areas of SNOMED CT under review
Vision of Clinical Engagement

To ensure that all activities of the SNOMED International are influenced by global clinical communities

SNOMED International’s culture has a progressive and sustainable approach to engaging clinicians
Principles

- Raising the profile of clinical engagement within the organization
- Consistency of approach across the regions of the world in terms of clinical engagement
- Clinical engagement encompasses all healthcare professional groups globally
- Consistent and timely communication with National Release Centers and all relevant stakeholders
- Foster and encourage a culture of open engagement and discussion between clinicians
- Continuous leverage of experience and shared learning across the regions
- Assuring the quality and clinical relevance of SNOMED International products and services
Clinical engagement goals/objectives to support SNOMED International strategic direction

- Raise the profile of SNOMED CT for clinicians locally/nationally/globally
- Identify and support local/regional/national/global health care professional ambassadors/SMEs for SNOMED CT
- Identify and gather use case examples from clinical and research perspectives to demonstrate benefits of using SNOMED CT
- Increase the access to relevant SNOMED CT educational materials for healthcare professionals
- Identify key clinical requirements/priorities/trends to inform SNOMED International products and services
- Demonstrate high value clinical decision support capabilities of SNOMED CT
- Identify clinically focused interoperability opportunities to enhance SNOMED CT
Work plan approach

- There will be an annual international work plan which will include global clinical engagement activities.
- Each region will develop and agree on an annual work plan based on a common framework and the agreed goals/objectives.
- All clinical engagement plans will deliver on the strategic direction for the SNOMED International and will be a collaborative effort with the CSRM team functions.
- All clinical engagement activities within Member countries will be undertaken only following consultation with the relevant national authority.
- All clinical engagement activities will need to coordinate with relevant SNOMED International Lines of Business in order to ensure appropriate and timely delivery.
- Each clinical engagement lead will report on activities to ensure linkages and shared learning's are optimized.
International work plan
## Work plan 2016-17 (International)

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<th>Mechanisms/Action Plans</th>
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| Raise the profile of SNOMED CT for clinicians locally/nationally/globally | • Clinical engagement web interface and forum, to provide information, documentation and educational materials  
• Annual calendar identifying key opportunities for clinical engagement leads to promote SNOMED CT globally  
• Provide documentation on subset development and maintenance  
• Create and publish a document on “SNOMED CT and Precision Medicine” | • Member countries will be consulted to agree engagement activities within their borders  
• Gather requirements from clinicians/clinical groups globally on what information, documentation and educational materials are required to increase the implementation of SNOMED CT (Design, develop and implement a web interface based on requirements).  
• Identify key areas of focus for the coming year and resulting opportunities for clinical engagement e.g. Genomics and “Big data”  
• Publish subset development and maintenance guidance documentation  
• Create initial list of available subsets by specialty  
• Develop a document to support the genomics strategy, that targets clinicians and clinical groups on how SNOMED CT can support the developments in precision medicine | • Number of clinicians accessing portal  
• “SNOMED CT and Precision Medicine” published |
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| Identify and support local/regional/national/global health care professional        | • To develop an identified group of global clinician ambassadors/SMEs  
   • Develop a sustainable clinically focused community within SNOMED International  
   • Provide access to clinical validation resources for SNOMED CT content | • Identification of global ambassadors/SMEs through the delivery of clinical sessions by the clinical leads, and by supporting clinician interest in advanced functionality within SNOMED CT  
   • Develop a description of the role of professional ambassadors/SMEs  
   • Analyze and provide recommendations on future role and management of SIGs  
   • Develop a quality assurance process for clinicians/clinical groups, including standardization of feedback methodology, and leveraging of existing SNOMED International tooling (or identification of new requirements)  
   • Identify International clinical Groups e.g. CMSS (Council of Medical Specialty Societies) | • List of clinician ambassadors/SMEs providing global coverage  
   • Number of clinicians involved with SNOMED International (baseline)  
   • Agreed documented approach for the future of SIG’s in the context of clinical engagement, following consultation with existing clinical groups and organization leads |
## Work plan 2016-17 (International)

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| Identify and gather use case examples from clinical and research perspectives to demonstrate benefits of using SNOMED CT | • Standard template for clinical use cases  
• Central list of documented use cases | • Develop and agree standard template for recording clinical use cases  
• Add requirement to web interface design to enable publication of use cases | • Number of use cases documented and published |
| Increase the access to relevant SNOMED CT educational materials for healthcare professionals | • Provision of a central source of educational materials  
• Development and documentation of clinician focused education requirements | • Education baseline assessment for clinicians – what we have in place, and what we are missing  
• Delivery of documented clinical education requirements  
• Develop new/revised clinically focused education materials/module based on stated requirements | • Inventory of clinical educational materials available, and under development  
• Publication of clinical educational materials available through a central point |
| Identify key clinical requirements/priorities/trends to inform SNOMED International products and services | • Structured methodology for identifying clinical requirements/priorities/trends to inform SNOMED International products and services  
• Roadmap for Genomics | • Develop and agree methodology/template for gathering requirements/priorities/trends and developing subsets  
• Develop strategy and roadmap for supporting genomics | • Methodology developed and implemented  
• Genomics strategy published  
• Genomics roadmap developed |
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| Demonstrate high value clinical decision support capabilities of SNOMED CT | • Provision of a tool that demonstrates high value decision support and analytic capability for clinicians  
• Plan for ongoing engagement with key high value users | • Build/enhance tooling to demonstrate decision support and analytic capability  
• Identify users of SNOMED CT that are interested, and capable of moving to a high value implementation  
• Develop plan for long term engagement with high value users | • Tool that is operational and accessible to demonstrate advanced decision support and analytic capabilities |
| Identify clinically focused interoperability opportunities to enhance SNOMED CT | • Provide recommendations to Collaboration Lead on global collaboration opportunities  
• Recommend potential future derivatives based on clinical feedback, in conjunction with discussion with vendors | • Identification of interoperability/collaboration requirements through clinical contacts  
• Document future potential derivatives for discussion with Collaboration lead, and Release team | • Number of additional collaboration activities  
• List of future potential derivatives, with justifications |
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<td>Raise the profile of SNOMED CT for clinicians locally/nationally/globally</td>
<td>Identified clinical areas for the region</td>
<td>• Member consultation</td>
<td>Assess delivery of work items against the stated deliverables in the work plan</td>
</tr>
<tr>
<td></td>
<td>Engagement/work plan for each clinical area within EMEA</td>
<td>• Target primary care, pathology and physiotherapy to develop a solid base of SNOMED CT knowledge and commitment</td>
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<td></td>
<td>• Within first six months, build connections with Royal College of GPs, Royal College of Pathology and Chartered Society of Physiotherapy</td>
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<td></td>
<td>• Develop work plan with specific deliverables for each clinical area for 1, 2, 5 years</td>
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<tr>
<td>Identify and support local/regional/national/global health care professional</td>
<td>Identified group of local/national/regional healthcare professionals as</td>
<td>• Document areas of clinical interest based on discussions with NRC’s within EMEA</td>
<td>List of ambassadors/SMEs at local/national/regional levels</td>
</tr>
<tr>
<td>ambassadors/SMEs for SNOMED CT</td>
<td>ambassadors/SMEs for SNOMED CT</td>
<td>• Identify ambassadors/SMEs by targeting specific areas of clinical interest, that are driving enquiry (e.g. dataset creation)</td>
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| Identify and gather use case examples/requirements from a clinical and research perspective to demonstrate benefits | Central list of documented use cases                                         | • Leverage links with General Practice, Pathology and Physiotherapy to support subset development  
  • Identify and document use case examples/requirements  
  • Identify ways to to support the clinical and vendor uptake of subsets through the development of implementation guidance  
  • Gather vendor feedback on clinical issues (single or areas), based on use case requirements  
  • Use CE leads to target area through the identification of ambassadors to review use case/content, and develop solutions to the issues | • Numbers of documented use cases  
  • Numbers of subsets taken by vendors for incorporation into live systems  
  • Numbers of subsets produced                                                                 |
| Increase the access to relevant SNOMED CT educational materials for healthcare professionals | Central source of educational materials through clinician portal  
  Develop clinician focused education material | • Gather requirements at a regional level to feed into baseline assessment – what we have, and what we are missing | • Inventory of educational materials available, and under development  
  • Agreed educational materials available via clinician portal |
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| Identify key clinical requirements/priorities/trends to inform SNOMED International products and services | Identification of regional requirements/priorities/trends to inform SNOMED International product and service development | • Documentation of regional requirements based on specified drivers  
• Documentation and communication of identified content issues/errors | • Incorporation of clinical requirements into SNOMED International Work Plan |
| Demonstrate high value clinical decision support capabilities of SNOMED CT | List of users interested in High Value implementation identified | • Identify users of SNOMED CT that are interested and capable of moving to a High Value implementation | • Number of potential High Value users identified |
| Identify clinically focused interoperability opportunities to enhance SNOMED CT | Recommendations to Collaboration Lead on global interoperability opportunities | • Identification of interoperability requirements through clinical contacts | • Number of additional collaboration activities |
## Work plan 2016-17 (ASIA PAC)

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<td>• Identified clinical areas for the region</td>
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<td>Assess delivery of work items against the stated deliverables in the work plan</td>
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<tr>
<td></td>
<td>• Engagement/work plan for each clinical area</td>
<td>• The 2-3 clinical areas to be target for ASIA PAC, will be General Practice, Surgical Logbook and Procedure recording and the requirements of Precision medicine</td>
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<td>• Within first six months we will build connections with the colleges of General Practice, Medicine, Surgery and Interested parties for Precision Medicine</td>
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<td>• Develop work plan with specific deliverable(s) for each clinical area for 1, 2, 5 years</td>
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<td>Identify and support local/regional/national/global health care professional</td>
<td>• Identified group of local/national/regional healthcare professionals as ambassadors/SMEs for SNOMED CT</td>
<td>• Identify ambassadors/SMEs by targeting specific areas of clinical interest, that are driving enquiry (e.g. dataset creation), specifically targeting the development of cancer specialty subset development</td>
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<tr>
<td>ambassadors/SMEs for SNOMED CT</td>
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<td>• Use HIMSS level implementations to identify areas which may provide ambassadors</td>
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<td></td>
<td></td>
<td>• List of ambassadors/SMEs at local/national/regional levels</td>
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<td>Identify and gather use case examples/requirements from a clinical and research</td>
<td>• Central list of documented use cases</td>
<td>• Identify a clinical group(s) associated with subset development – general practice, cancer subspecialties</td>
<td>• Numbers of documented use cases</td>
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<tr>
<td>perspective to demonstrate benefits</td>
<td></td>
<td>• Identifying use case examples/requirements</td>
<td>• Numbers of subsets taken by vendors for incorporation into live systems</td>
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<td>• Identify ways to roll out – subsets/implementation guidance</td>
<td>• Numbers of subsets produced</td>
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<td>• Gather vendor feedback on clinical issues (single or areas), based on use case requirements</td>
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<td>Increase the access to relevant SNOMED CT educational materials for healthcare</td>
<td>• Central source of educational materials through clinician portal</td>
<td>• Gather requirements at a regional level to feed in to baseline assessment – what we have, and what we are missing</td>
<td>• Inventory of educational materials available, and under development</td>
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<td>professionals</td>
<td>• Clinician focused education material/module</td>
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<td>• Agreed educational materials available via clinician portal</td>
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| Identify key clinical requirements/priorities/trends to inform SNOMED International products and services | Identification of regional requirements/priorities/trends to inform SNOMED International product and service development | • Documentation of regional requirements based on specified drivers  
  • General practice  
  • Cancer subspecialties  
  • Documentation and communication of identified content issues/errors                                                                                   | • Incorporation of clinical requirements into SNOMED International Work Plan                              |
| Demonstrate high value clinical decision support capabilities of SNOMED CT          | List of users interested in High Value implementation identified              | • Identify users of SNOMED CT that are interested and capable of moving to a High Value implementation                                                                                                              | • Number of potential High Value users identified                                                       |
| Identify clinically focused interoperability opportunities to enhance SNOMED CT     | • Recommendations to Collaboration Lead on regional interoperability opportunities | • Identification of interoperability requirements through clinical contacts                                                                                                                                         | • Number of additional collaboration activities                                                         |
Americas
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<td>• Engagement/work plan for each clinical area</td>
<td>• For each region identify 2-3 clinical areas that we would wish to target</td>
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<td>• Within first six months leverage experience within the US to refine the CE approach</td>
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<td></td>
<td></td>
<td>and develop documentation and presentations</td>
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<td>• Define work plan – which will include a focus on other countries within the Americas in the 2nd half of the year</td>
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<td>• Within work plan specify deliverable(s) for each clinical area for 1, 2, 5 years</td>
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<td>Identify and support local/regional/national/global health care professional ambassadors/SMEs for SNOMED CT</td>
<td>• Identified group of local/national/regional healthcare professionals as ambassadors/SMEs for SNOMED CT</td>
<td>• Setting up calls and visits, to present subsumption approach and demonstrate</td>
<td>• List of potential ambassadors/SMEs</td>
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<td></td>
<td></td>
<td>(to locate cohorts)</td>
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<td></td>
<td>• Identify committed individual clinicians to be ambassadors/SMEs</td>
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| Identify and gather use case examples from a clinical and research perspective to demonstrate benefits | Central list of documented Use Cases | • Identify a clinical group(s) or large healthcare organizations, associated with subset development  
• Gather description of use cases/frameworks  
• Target national committees who have informatics/information groups in place  
• Develop mechanism for vendor input into clinical subset development  
• Identify groups with potential future interest/work in reimbursement space  
• Identify groups with potential future interest/work in outcomes and quality measurement | • Numbers of documented use cases  
• Numbers of subsets taken by vendors for incorporation into live systems  
• Number of subsets produced |
| Increase the access to relevant SNOMED CT educational materials for healthcare professionals | • Central source of educational materials through clinician portal  
• Clinician focused education material/module | • Gather requirements at a regional level to feed into baseline assessment – what we have, and what we are missing | • Inventory of educational materials available, and under development  
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• Documentation and communication of identified content issues/errrors | • Incorporation of clinical requirements into SNOMED International Work Plan |
| Demonstrate high value clinical decision support capabilities of SNOMED CT | • List of users interested in High Value implementation identified  
• Tool to demonstrate High Value implementation | • Identify users of SNOMED CT that are interested and capable of moving to a High Value implementation  
• Working with technical to develop subsumption tooling for demonstration (to locate cohorts) | • Number of potential High Value users identified  
• Tool is operational |
| Identify clinically focused interoperability opportunities to enhance SNOMED CT | • Recommendations to Collaboration Lead on regional interoperability opportunities | • Identification of interoperability requirements through clinical contacts | • Number of additional collaboration activities |
2017 Key Deliverables

- Agreed process for the management and governance of clinical SIG’s
- Agreed process for eliciting, documenting and publishing clinical use cases
- Design of clinical portal to allow clinicians access to use case documentation and clinically focused educational materials
- Identification of relevant clinical subsets in consultation with clinical groups and the vendor community
- Delivery of a directory of national/regional SNOMED CT ambassadors
- Development of a tool to demonstrate SNOMED CT value
- Roadmap for Genomics data
Appendix

- The following is background information covering SNOMED International approach to Clinical Engagement prior to this strategy
Healthcare Professionals Coordination Group

- Coordinating representatives from all Healthcare Professional SIGs to work with relevant leads within the SNOMED International
- Providing clinical consideration to SNOMED International products and services
- Ensuring a focus on International requirements
- Facilitate multidisciplinary input and agreement
- Oversight of a framework for engagement with all relevant international Healthcare professional Groups
  - Membership – chairs and vice chairs of professional SIGs
  - Chair – Member of the SNOMED International Management Board
Professional Special Interest Groups

Management Board

Healthcare Professionals Coordination Group

- Nursing
  - in liaison with the International Council of Nurses (ICN)

- International Family Practice / General Practice
  - In liaison with the World Organization of Family Doctors (WONCA)

- Dental
  - In liaison with the American Dental Association (ADA)

- Anaesthesia

- International Pathology and Laboratory Medicine (IpaLM)
  - In liaison with the World Association of Societies of Pathology and Laboratory Medicine (WASPaLM)

- Pharmacy

BACKGROUND
Clinical Special Interest Groups (SIG’s)

- The professional Special Interest Groups engage practicing professionals in a given clinical domain, discipline or specialty
  - International professional organizations
  - National professional organizations
  - Academics
    - Individual professionals with an interest in health informatics
- Key stakeholders in the SNOMED International content development process.
- Contribute to ensuring that SNOMED CT is clinically relevant and up to date with practice.
- Practical implementation advice and guidance
- SIG’s are advisory and provide a mechanism for clinicians to get involved as and when they can or topic is appropriate.
- No fixed membership
International clinical collaborations

- International Council of Nurses (ICN)
  - ICNP/SNOMED CT linkage tables (diagnoses and interventions)
  - Future subset development

- American Dental Association (ADA)
  - Content development to support alignment between SNOMED CT and SNODENT
  - Future subset development – general dentistry subset

- World Organization of Family Doctors (WONCA)
  - Subset definition and delivery
  - SNOMED CT – ICPC2 linkage table

- World Association of Societies of Pathology and Laboratory Medicine (WAsPaLM)