

## Applying the Successful Financial Services Model to Healthcare VISA/PSI Model Analogy

<b>CHARACTERISTIC</b>	<b>VISA</b>	<b>PSI</b>
<b>Participants:</b>	<ul style="list-style-type: none"> <li>• Consumer</li> <li>• Service provider</li> <li>• Bank of personal financial information</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer/Patient</li> <li>• Service provider/Healthcare provider</li> <li>• Bank(s) of personal medical information</li> </ul>
<b>Network:</b>	Shared, distributed (non-central database) network infrastructure using central switch hub	Shared, distributed (non-central database) network infrastructure using central switch hub (Electronic Medical Patient Index)
<b>Access:</b>	Inclusive, open	Inclusive, open
<b>Entry/Exit:</b>	Opt-in entry for consumers and providers	Opt-in entry for consumers and providers
<b>Authentication:</b>	Personal card authorizes release of financial information	Personal card authorizes release of healthcare information
<b>Governance:</b>	Representative (governance by the governed) membership model for banks	Representative (governance by the governed) membership model for hospitals, physicians and consumers
<b>Founders:</b>	Collaboration of competitive enrollers of consumers	Collaboration of competitive enrollers of consumers and other stakeholders
<b>Time of Formation:</b>	Formed at the time Financial Institutions were: <ul style="list-style-type: none"> <li>• attempting to develop their individual proprietary credit card information exchange networks and</li> <li>• experiencing accelerating costs, severe losses, excessive operation errors, and declining customer confidence</li> </ul>	Formed at the time Healthcare Institutions were: <ul style="list-style-type: none"> <li>• attempting to develop their individual proprietary healthcare information exchange networks and</li> <li>• experiencing accelerating costs, severe losses, excessive operation errors, and declining customer confidence</li> </ul>
<b>Funding:</b>	<ul style="list-style-type: none"> <li>• Network build, maintenance and on-going operations uses self-funding financing through transaction fees paid by participating users of the network at the time they benefit based on the value received.</li> <li>• All fees and funding are determined by the cooperative governing board equitably representing and elected by participating members</li> <li>• Consumers have option to participate at no expense</li> </ul>	<ul style="list-style-type: none"> <li>• Network build, maintenance and on-going operations uses self-funding financing through transaction fees paid by participating users of the network at the time they benefit based on the value received.</li> <li>• All fees and funding to be determined by the cooperative governing board equitably representing and elected by participating members</li> <li>• Consumers have option to participate at no expense</li> </ul>