CIVITAS
Networks for Health®



Picture This: How HIEs Are Expanding Image Exchange with Rural Health Transformation

Presented by Converge Health

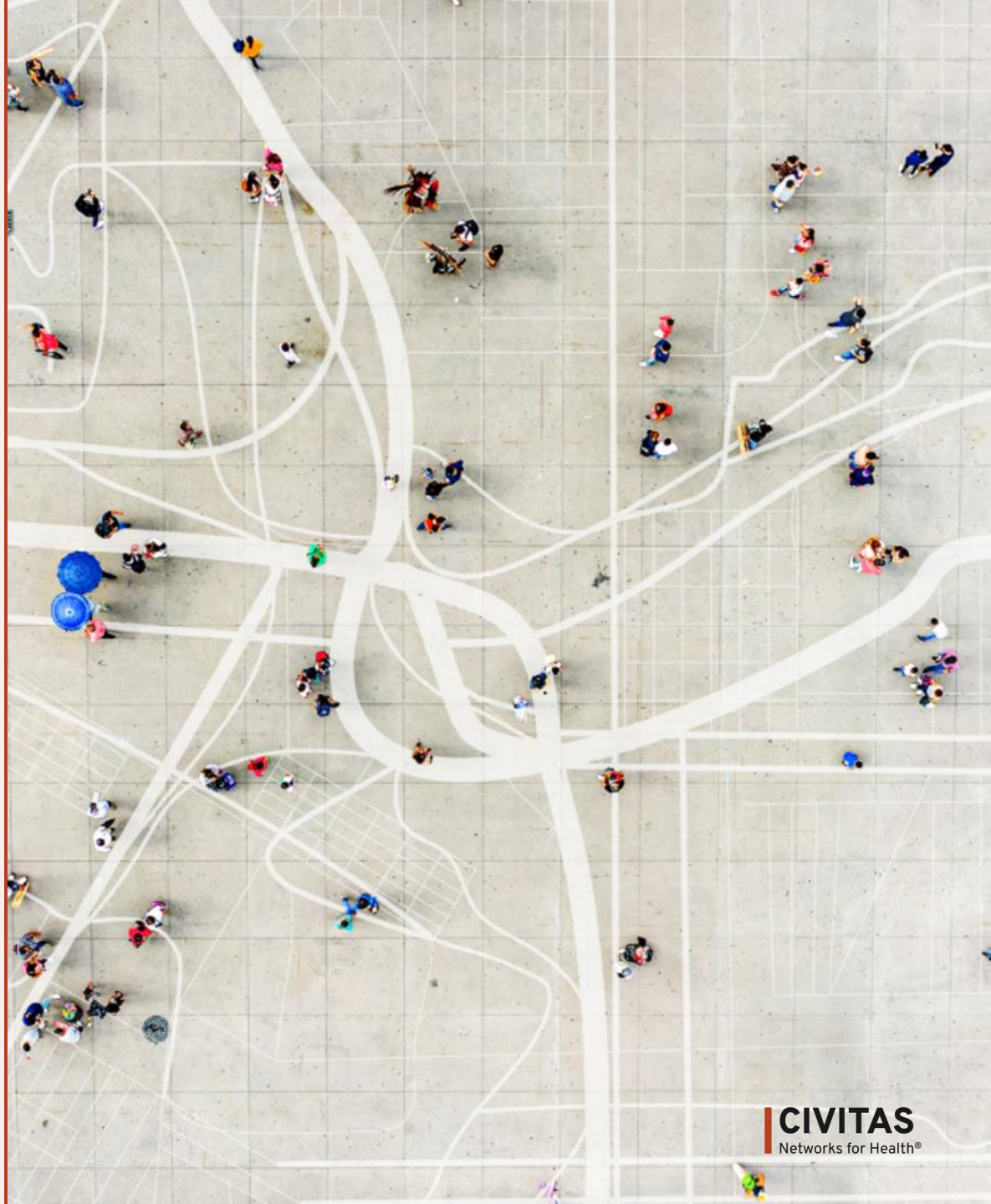
November 10, 2026

Agenda

- Welcome & Civitas Updates
  - Jolie Ritzo, CEO, Civitas
- Picture This: How HIEs Are Expanding Image Exchange with Rural Health Transformation
  - Laura Young, Executive Director, Converge Health
  - Chandra Gerrard, Senior Applications Analyst, SYNCRONYS
  - John “JR” Reifenberger, Director, Customer Success, eHealth Technologies
  - Jolie Ritzo (moderator)
- Q&A

Housekeeping Reminders

- This is a webinar where all participants are automatically muted and your video is not displayed.
- If you would like to ask a question, please use the Q&A function on the right-side taskbar.
- This webinar is being recorded, and the recording will be shared after today's event.
- For questions following the webinar, please reach out to contact@civitasforhealth.org.



About Civitas Networks for Health®

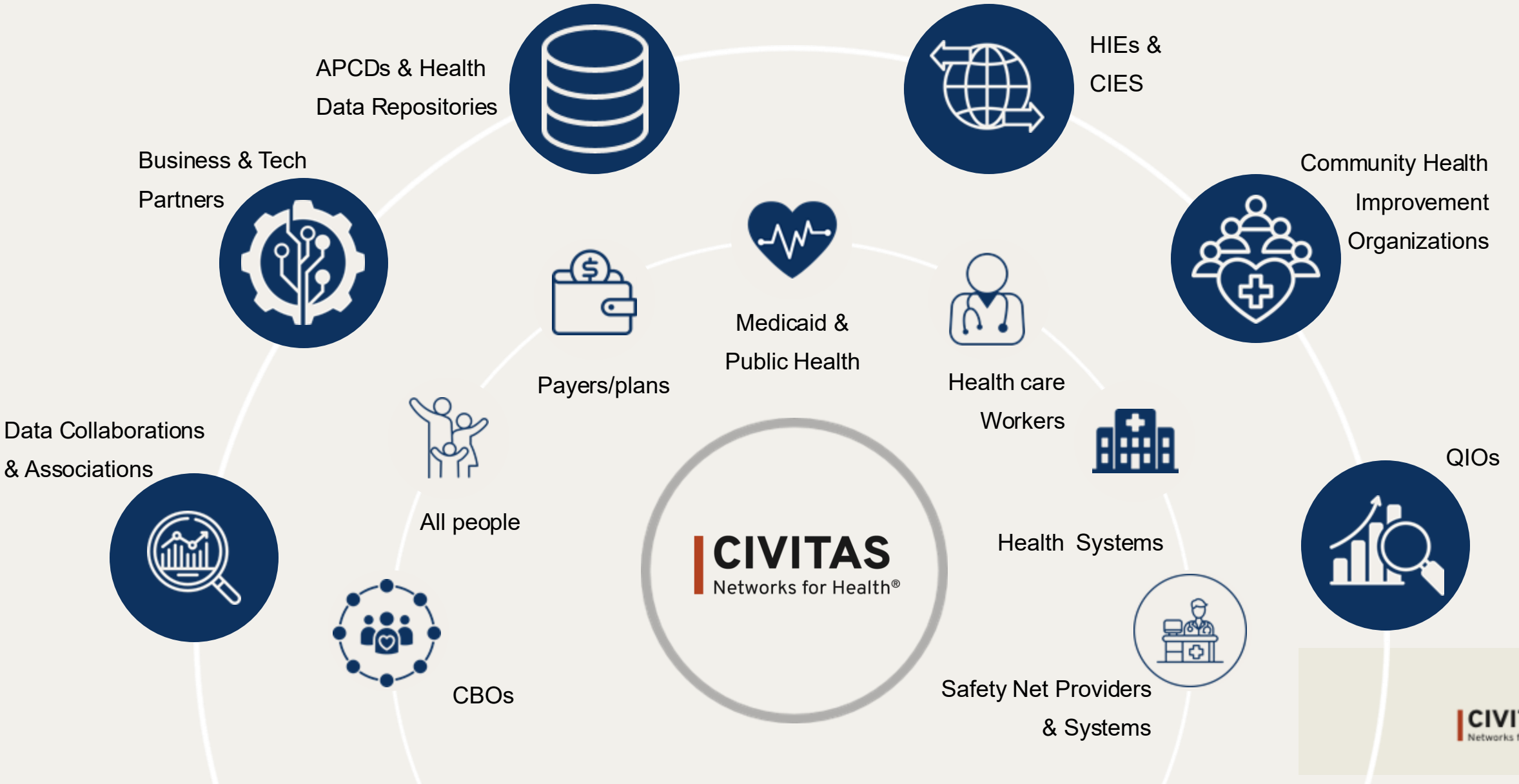
Who we are, who we serve, and what we do

CIVITAS
Networks for Health®

Who We Are

- Civitas members include a wide range of organizations:
  - Health Information Exchanges (HIEs)
  - Health Data Utilities (HDUs)
  - Community Information Exchanges (CIEs)
  - Regional Health Improvement Collaboratives (RHICs)
  - All-Payer Claims Databases (APCDs)
  - Quality Improvement Organizations (QIOs)
  - Strategic Business and Technology Partners
  - Affiliated Associations
- We work together at the local, regional, state, and national levels
- Together, we invest in data-driven multistakeholder collaboration to enhance health, addressing cost, equity, quality, and safety

Who We Serve


APCDs & Health Data Repositories
HIEs & CIES
Business & Tech Partners
Community Health Improvement Organizations
Payers/plans
Medicaid & Public Health
Health care Workers
Data Collaborations & Associations
All people
QIOs
CIVITAS Networks for Health®
Health Systems
CBOs
Safety Net Providers & Systems



What We Do

- Civitas serves as an expert convenor by offering a unique platform that connects collaborators working on health improvement across the U.S.
- We believe that local communities should lead and influence national progress on health.
- We offer forums for shared learning, education, networking, and advocacy, and have proven our ability to help our members navigate the ever-changing health landscape.
- We create opportunities and pathways for aligned groups to work together on key priorities, overcoming barriers and developing health solutions, so others don’t have to start from scratch.

CIVITAS
Networks for Health®

Upcoming Events

- **November 18, 2-3 p.m. ET** – FHIR Deep Dive Series – Session #2: From Policy to FHIR: Co-Designing Across Sectors
- **December 15, 2-3 p.m. ET** – FHIR Deep Dive Series – Session #3: From Static Documents to Actionable Intelligence: SMART on FHIR Care Plan Viewers with AI Navigation
- **January 13, 2-3 p.m. ET** – FHIR Deep Dive Series – Session #4: FHIR to OMOP for HIEs and HDUs: One Normalized Data Asset, Many Uses

Today's Presentation: Picture This: How HIEs Are Expanding Image Exchange with Rural Health Transformation

CIVITAS
Networks for Health®

Webinar
Hosted by Civitas Networks for Health®

Picture This:

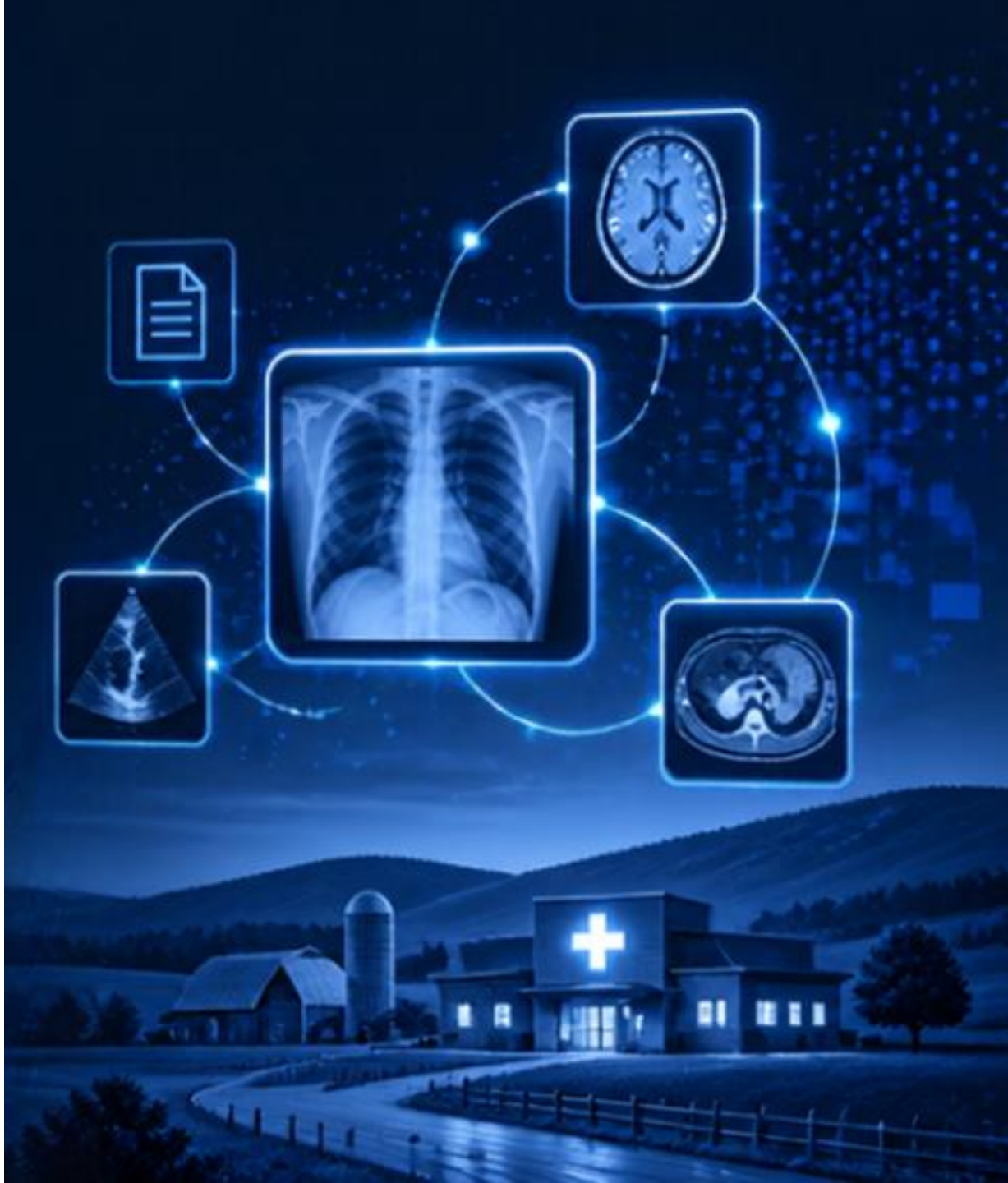
How HIEs Are Expanding Image Exchange with Rural Health Transformation

Tuesday, November 10, 2026

Converge HEALTH

eHealth TECHNOLOGIES

SYNCRONYS
BETTER DATA. BETTER HEALTH.



Meet the Panelists



Laura Young
Executive Director

Converge Health



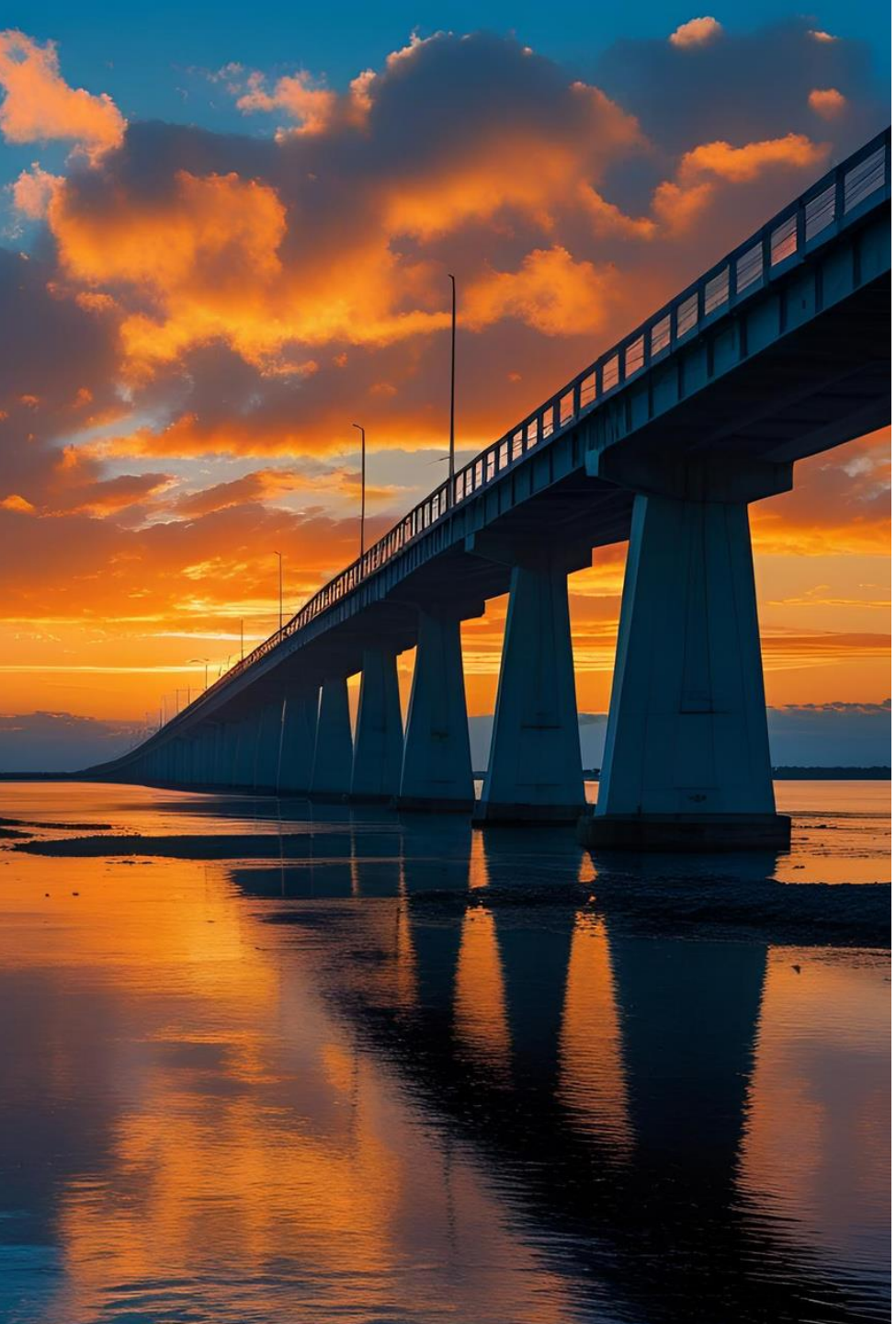
John “JR” Reifenberger
Director, Customer Success

eHealth Technologies



Chandra Gerrard, MPH, MBA, BS, RT(R)(CT)(MR)(QM), CIIP
Senior Applications Analyst

SYNCRONYS



Converge HEALTH

Introducing:

Converge Health

Empowering the Last Mile of Interoperabililty



RHTP and Image Exchange

Laura Young

Supporting statewide interoperability, care coordination, and public health reporting.

This work is supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $209,040,063.71 for the first year of a potential five-year grant with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by the Iowa Department of Health and Human Services, CMS/HHS, or the U.S Government.

Image Exchange

Why image exchange matters for rural care

specialists can review images taken locally, reducing patient travel, repeat tests, and delays from sending images on CDs.

How it works for patients and providers

Image links can accompany a radiology report and be shared through patient portals, making diagnostic-quality images easier for another provider—or the patient—to access.

Concrete clinical use cases

Maternal health, cancer care, as well as rural ultrasounds, MRIs, CT scans, and X-rays that specialists at larger facilities can review.

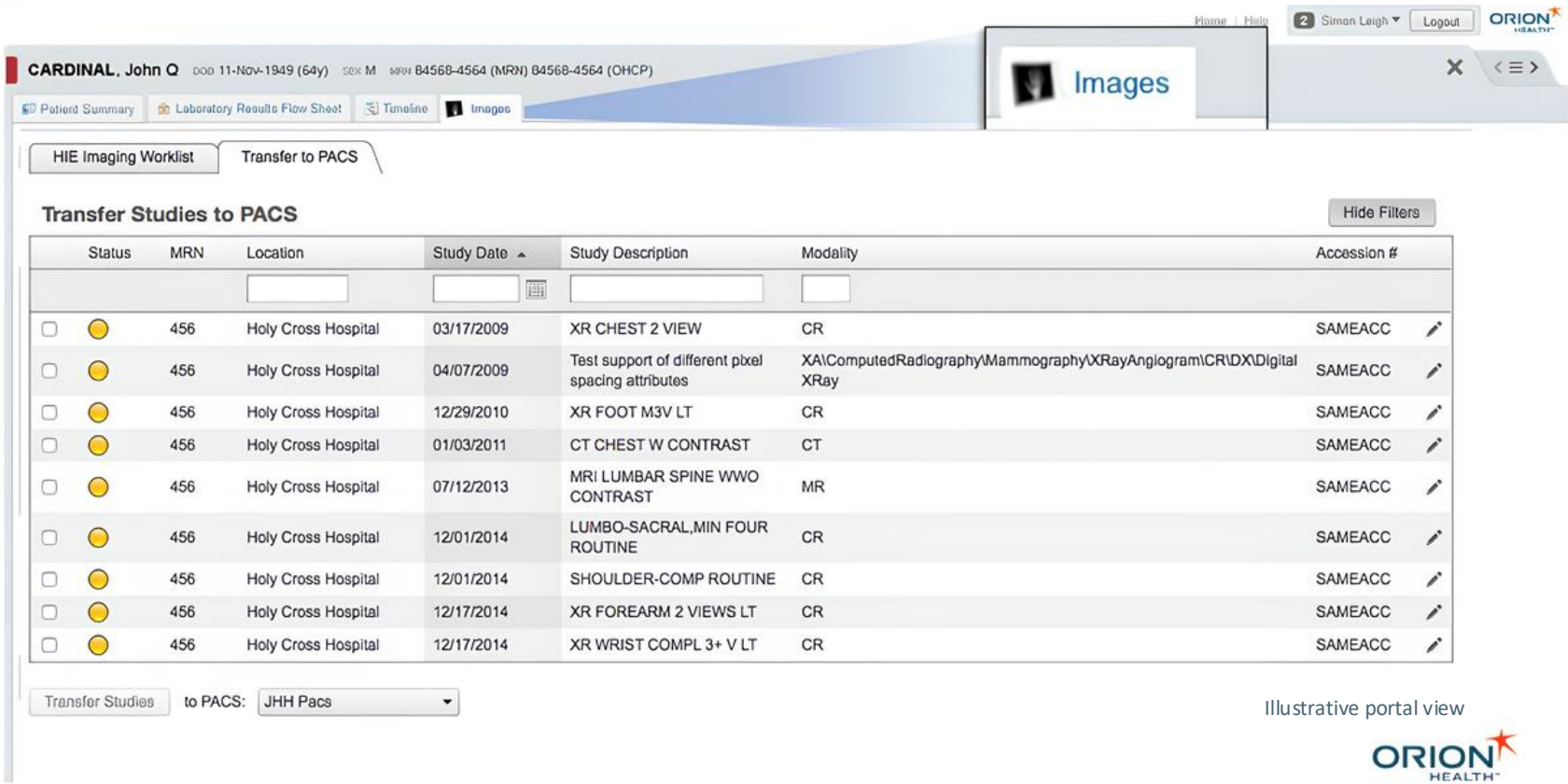
Practical implementation lessons:

The Importance of adoption: Connecting facilities that send images and ensuring other facilities and clinicians are ready to view and use them.

This work is supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $209,040,063.71 for the first year of a potential five-year grant with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by the Iowa Department of Health and Human Services, CMS/HHS, or the U.S Government.

Image Exchange Portal

Images accessible within the community-wide health record “Image Aware” – ALL images from ALL participating locations are accessible View, compare, collaborate and transfer medical images in full diagnostic quality Universal, diagnostic quality web-based viewing platform.



Illustrative portal view

This work is supported by the Centers for Medicare & Medicaid Services (CMS) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling $209,040,063.71 for the first year of a potential five-year grant with 100 percent funded by CMS/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by the Iowa Department of Health and Human Services, CMS/HHS, or the U.S Government.

WHO WE SUPPORT

- Care Providers, Hospitals and Health Systems
- Health Plans
- Governmental Agencies

SYNCRONYS

BETTER DATA. BETTER HEALTH.

SYNCRONYS is New Mexico's Health Data Network, connecting healthcare, public health and community partners through a trusted, statewide, Health Data Utility Model. Operating the state's designated health information exchange and a suite of other solutions, SYNCRONYS enables secure, equitable and accountable data for a comprehensive view of individual and population health for New Mexicans.

SYNCRONYS
BETTER DATA. BETTER HEALTH.

Our mission is to securely exchange relevant health information and provide analytics to support individual health, community health and population health policy.

- New Mexico not for profit
- Only state designed Health Information Exchange (HIE).
- Operating as a Health Data Network (HDU) powered by a Health Data Utility model.
- Operates as the Department of Health agent for notifiable conditions.
- A Centers for Medicaid and Medicare Services (CMS) Aligned Network.
- The HIE provides access to complete patient healthcare data crossing the care continuum.

How HIEs Are Expanding Image Exchange with Rural Health Transformation

Impact of Image Exchange & Utilizing HIE to Leverage Access

Before SYNCRONYS:
Duplication of effort, waste, and expense



After SYNCRONYS:
Connect once to access shared services





Chandra Y. Gerrard
MPH, MBA, BS,
RT(R)(CT)(MR)(QM), CIIP

SYNCRONYS
Senior Applications Analyst

cgerrard@syncronys.org

SYNCRONYS
BETTER DATA. BETTER HEALTH.

SYNCRONYS
BETTER DATA. BETTER HEALTH.

CHALLENGES

Misunderstanding about technical lift & implementation

Organizations can be reluctant about committing the time to the image sharing project with the assumption that the integration will be complex and time consuming.

Other data can be shared using image exchange infrastructure

After establishing image sharing, there are opportunities to leverage the infrastructure that exists for image sharing to help support the transfer and cataloguing of other data types.

Who "Owns" the data and why sharing directly has benefits

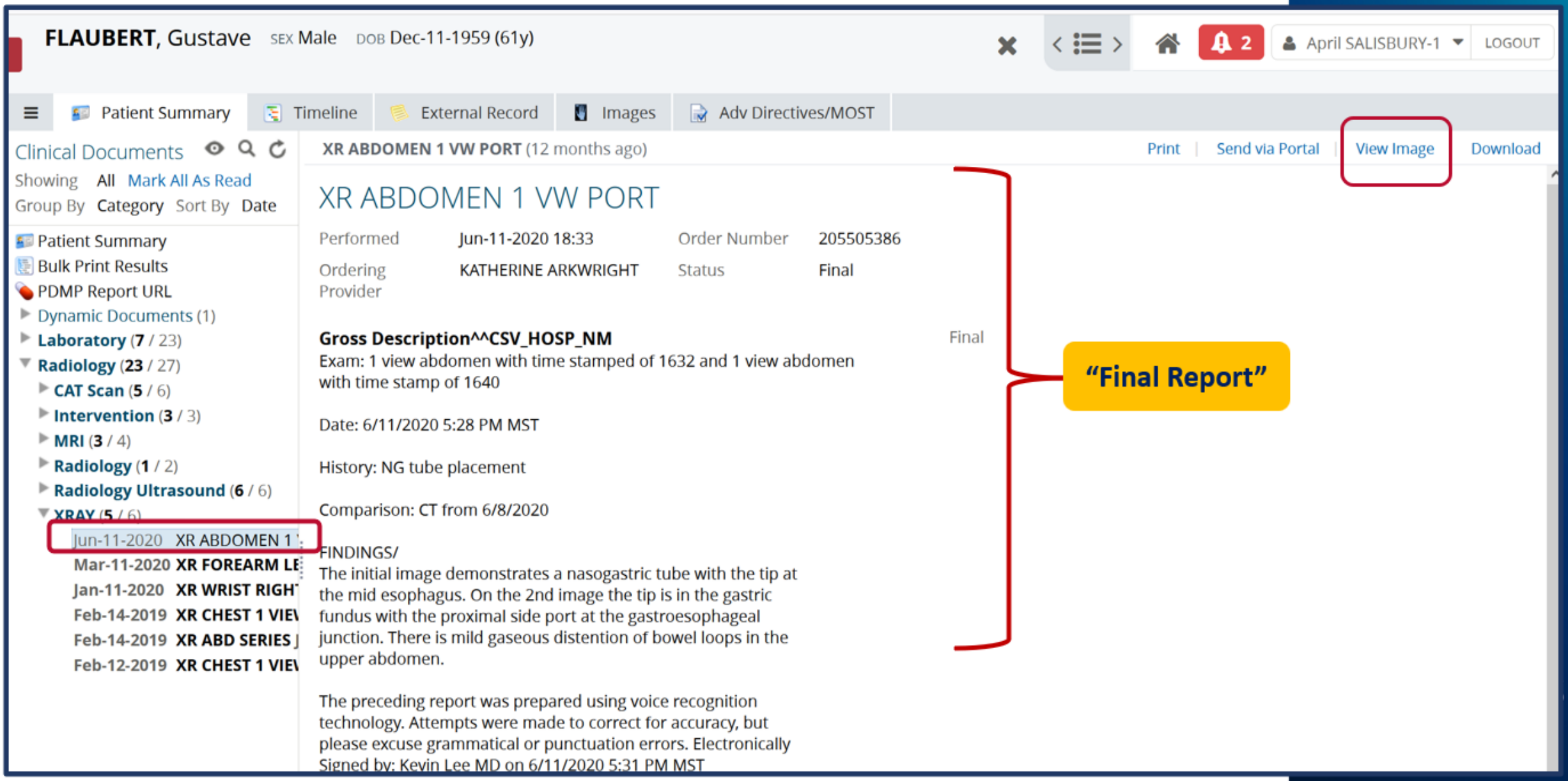
Barriers around why there is a separate need to share data with the Health Information Exchange as a response to more targeted interoperability.

Missed opportunities around other beneficiaries of image exchange

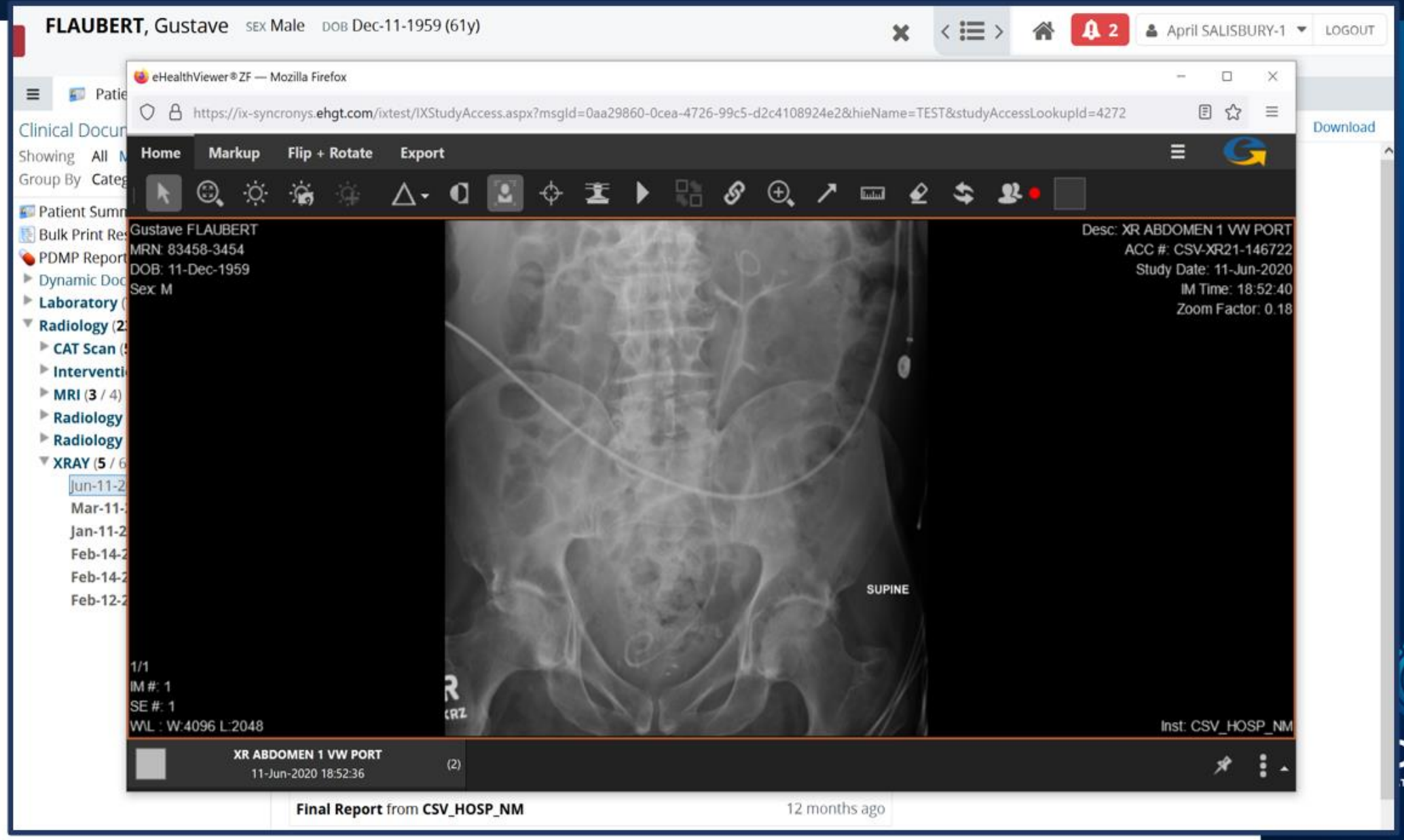
Outside of the obvious beneficiaries, providers and patients, Radiologists, Imaging Centers, Medical Records, and Care Coordinators benefit from on-demand image access.

SYNCRONYS
BETTER DATA. BETTER HEALTH.

Reports are image-enabled



In-context DX imaging with viewer



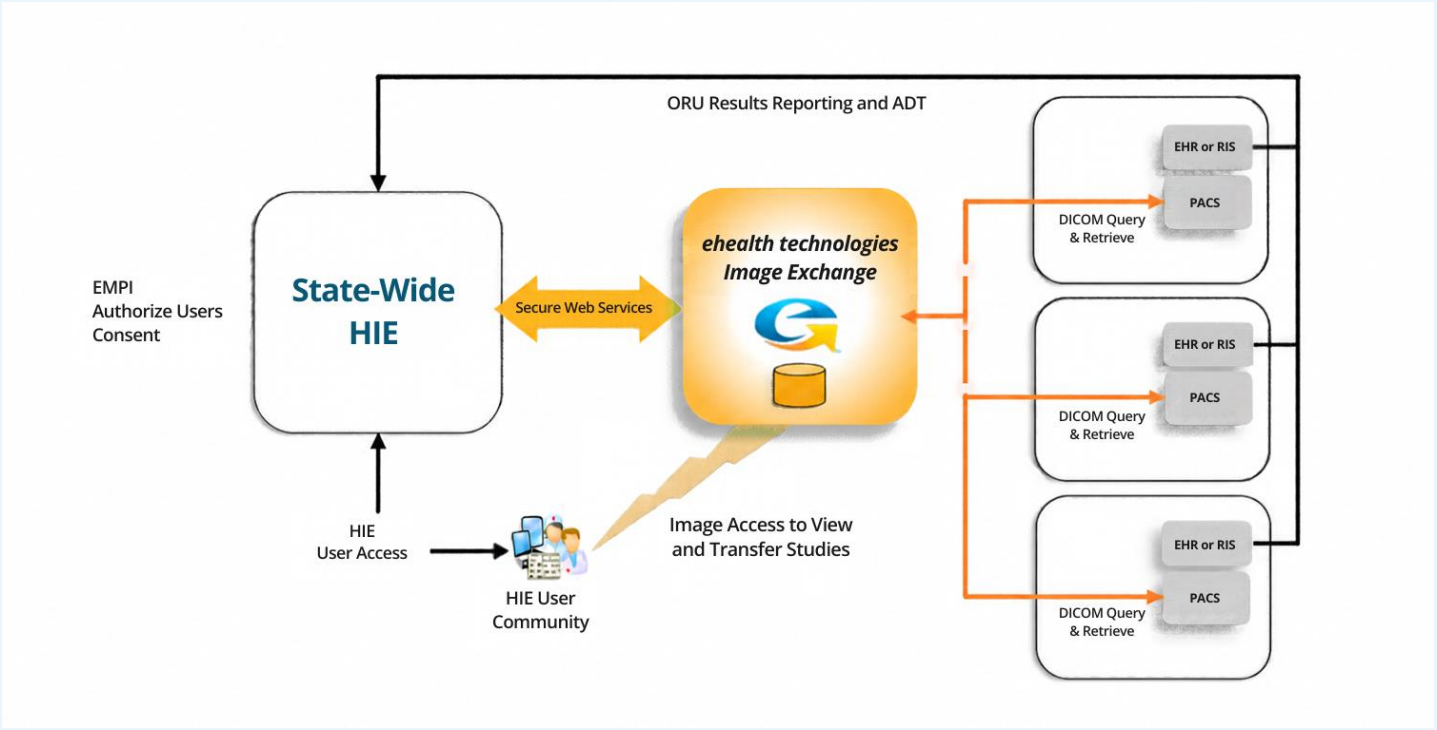
eHealth Technologies Image Exchange

Secure access
Seamless, protected sharing of images across organizations.

Diagnostic quality
Full-quality studies, not just reports, available where care happens.

Acute and ongoing care
Timely, informed decisions with the imaging clinicians need.

Image Exchange Solution Architecture



Roundtable Discussion



Converge Health



eHealth Technologies



Syncronys

Q&A

What questions do you have for our panelists?

Submit your questions in the Q&A box

Learn more or contact us

Converge Health
convergehlth.com

eHealth Technologies
ehealthtechnologies.com

SYNCRONYS
syncronys.org

