

# **Using Next-Generation, Patient-Centric IT Tools to Enhance Workflow, Boost Productivity, and Increase Cash Collections**

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# Learning Objectives

By the end of this session, you will:

- Understand the methods used and benefits gained when adopting a patient-centric approach and leveraging diagnostics to improve efficiency and boost productivity
- Learn new ways to deliver value to your customers with technology and services



# Session Agenda

- ◆ Leveraging Diagnostics throughout the continuum of care – with a patient-centric approach
- ◆ Atherotech Case Study: Overcoming challenges and positioning for success
- ◆ Patient-centric solutions and the “Must Do” List



# Strategic Imperatives- 2014

## Recent Booz Allen and Co. White Paper highlights major healthcare themes in 2014

- **“Evolution of risk”**
  - **Migrating from payors to providers**
  - **Risk=Reward (ACO's, bundled payments)**
  - **Payors moving into provider space to leverage risk management**

“Risk is where the money is, but it's not yet clear how critical risk-bearing activities will ultimately settle”

- *2014 Priorities for the Healthcare Industry*, Javanmardian, M. Choudhury, J.S., STRATEGY+ BUSINESS, February 24, 2014

[http://www.strategy-business.com/blog/2014-Priorities-for-the-Healthcare-Industry?gko=a43eb&cm\\_mid=3180224&cm\\_crmid=%7b2828b73c-730f-e311-8a14-78e3b508e8ef%7d&cm\\_medium=email%20](http://www.strategy-business.com/blog/2014-Priorities-for-the-Healthcare-Industry?gko=a43eb&cm_mid=3180224&cm_crmid=%7b2828b73c-730f-e311-8a14-78e3b508e8ef%7d&cm_medium=email%20)



# Strategic Imperatives- 2014

“This presents a major challenge for organizations that do not have well-developed consumer capabilities.”

- **“Consumerization”**

- Healthcare delivery is moving away from “B2B” toward “B2C”
- Greater patient responsibility for expense
- More options from payors

## **The importance of delivering a better patient experience**

- *2014 Priorities for the Healthcare Industry*, Javanmardian, M. Choudhury, J.S., STRATEGY+ BUSINESS, February 24, 2014

[http://www.strategy-business.com/blog/2014-Priorities-for-the-Healthcare-Industry?gko=a43eb&cm\\_mid=3180224&cm\\_crmid=%7b2828b73c-730f-e311-8a14-78e3b508e8ef%7d&cm\\_medium=email%20](http://www.strategy-business.com/blog/2014-Priorities-for-the-Healthcare-Industry?gko=a43eb&cm_mid=3180224&cm_crmid=%7b2828b73c-730f-e311-8a14-78e3b508e8ef%7d&cm_medium=email%20)



**CHANGE  
IS GOOD.**  
**You go  
first!**



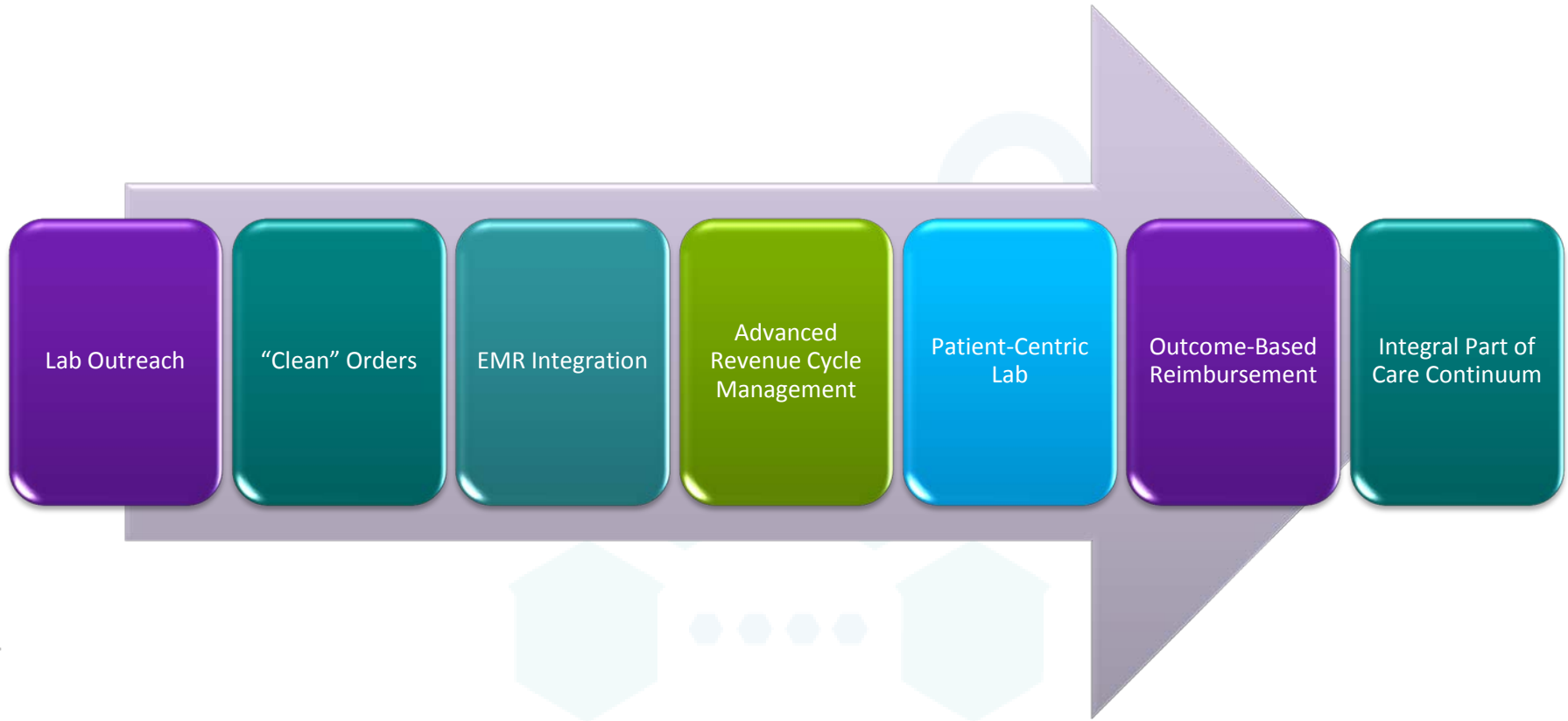
# Challenge and Opportunity

## *The Lab's Mission: To Survive and Thrive*

- regardless of the future paradigm
- Maintain a direct connection to the physicians and clinicians
- Retain (enhance) position within the greater healthcare delivery system
- Avoid commoditization
- Focus on patients as consumers
- ***Extend the value of diagnostics throughout the continuum of care***



# Evolution of IT Needs









# The Continuum of Care

A network of services including

- ◆ Wellness/Prevention
- ◆ Chronic Disease management
- ◆ Acute Intervention

To ensure appropriate and efficient delivery

- ◆ Care is coordinated (“Coordinated Care Model”)
- ◆ Information exchange among numerous participants
- ◆ Coordination and collaboration are necessary when participants are interdependent



# The Lab's Place in Coordinated Care

Coordinated Care provides the rubric to follow:

- Continuity of Information and Continuity of Experience
  - Patient-centric approach to data management
  - Patient-centered (consumer oriented) focus
- The Right Care (Test) at the Right Time
  - Utilization Management
  - Best Practices (Clinical Pathways)
- “bringing together inputs, delivery, management and organization of services related to diagnosis . . .”
  - Consultation and Collaboration

***“Coordinated Diagnostics”***



# Business Objectives

- Expand Influence/Control Over Decisions
  - Drive consistent approaches using best practices
- Ensure Visibility of information
  - Information must be organized by patient
  - Integration across disparate systems *and entities*
- Enable Collaboration
  - Improve outcomes by connecting physicians treating patients with diagnostics experts



# Functional Requirements

- Patient-centered experience
  - Know the patient across the care continuum
    - Financial and clinical
  - Support access to the “shared patient record”
    - Collaboration
- Ensure proper utilization
  - Avoid duplication
  - Influence ordering decisions
    - “Smart” ordering (Lab Benefit Management)
      - Best practices
      - Provider level education and intervention
    - Use portal and exception management for EMR users
- Link to the Continuum of Care
  - Actionable Intelligence
    - Case Management
    - Population Health





# Hello My Name Is...

Hello My Name Is...

**BOB GREGORY**

Hello My Name Is...

**GREGORY  
ROBERTS**

Hello My Name Is...

**ROBERT  
GREGORY**

Hello My Name Is...

**ROBERT S.  
GREGORY**

Hello My Name Is...

**ROBERTA  
GREGORY**

Hello My Name Is...

**BOBBY  
GREGORY**

Hello My Name Is...

**ROB GREGORY**



# Pitfalls of the Lab Not Being Patient-Centric

## Financial

- Lost revenue, bad debt
- Increased billing costs
- Increased labor expense
- Duplicate testing
- Lack of customer focus

## Patient Care

- Difficulty supporting care continuity, cumulative views
- Difficulty meeting requirements for patient access
- Potentially jeopardized patient safety and compliance
- Inconsistent, outdated or inaccurate data
- Duplicate patient records







# Become a Patient-Centric Lab

- ◆ Implement an EMPI or leverage existing patient-matching
  - Associate each transaction with an identified patient
- ◆ Implement a Patient Centric Repository
  - Must enable *dynamic access* to the information
- ◆ Drive all workflows from patient-centric views
  - It's about *people, process*, not just technology

# **ATHEROTECH DIAGNOSTICS LAB**

## **OVERCOMING CHALLENGES AND POSITIONING THE LAB FOR SUCCESS**

# Atherotech

- Atherotech is a diagnostic testing and disease management company. Through proprietary technologies, including the VAP Test<sup>®</sup>, Atherotech offers comprehensive yet cost-effective testing solutions, friendly and dedicated service, and education to health care providers and patients to improve patient outcomes.

# Atherotech Challenges

- **Challenges**

- Rapid rate of growth
- Expanded compendium
- Revised business model
- Ill behaved competitors
- CLIA ruling for patients access to results
- Electronic patient payments
- Pressure on reimbursement
- System infrastructure no longer supports business needs

# Atherotech Current Status

- **Bottom Line**

- Atherotech is a national specialty laboratory with a small test compendium and one performing location
- We may be perceived as a pain to engage with for specimen acquisition

# Atherotech Refocus

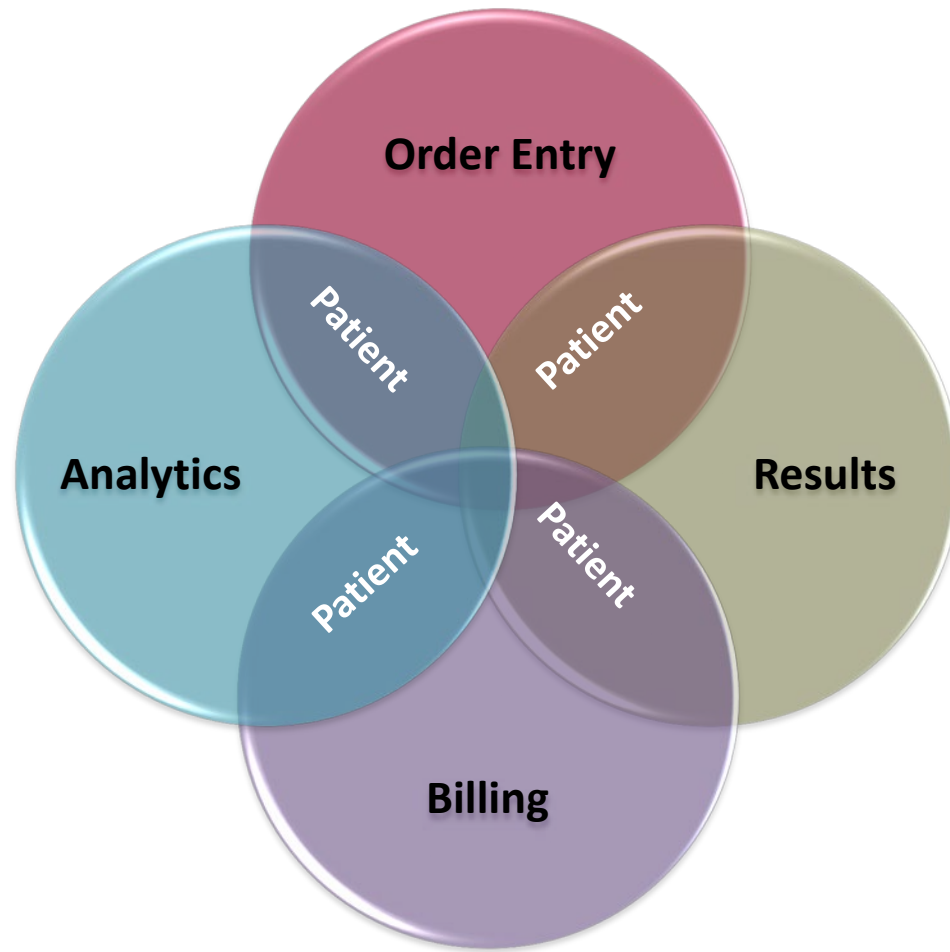
- **Refocus**

- Targeted Markets
- Redesigned specimen acquisition strategy
- Defined value added processes and services
- Re-aligned IT strategy to synchronize with Atherotech's refocus

# Why EMPI is Important to Atherotech

- **Patient Centric**
  - Dedicated to improving patient outcomes
    - » Research and analytics
  - Education
    - » Our Healthy Heart
- **Service**
  - We have over 250 IOP (In office phlebotomists) and PSCs (Patient Service Centers) across the country

# Patient Centric





# Patient Centric Components

## Old School



- ☐ Accession Based
- ☐ Duplicate Patients
- ☐ Single Result
- ☐ Un-necessary Testing
- ☐ Potential Denials
- ☐ Dirty Data

## Today



- ☐ Identified Patients
- ☐ Organized Patients
- ☐ Cumulative Result
- ☐ Optimized Testing
- ☐ Reduced Denials
- ☐ Clean Data

# Patient Centric

## Why is this most important?

- Clean Analytics
  - Claim and diagnostic data for payers
- Patient Portal – Patient access to results
  - Promote patient portal instead of concern of a patient request
- Provides the ability for a national lab to manage patients
  - Adds VALUE and Business Growth
- Provides ability to provide de-identified data for research companies in an effort to improve patient outcomes

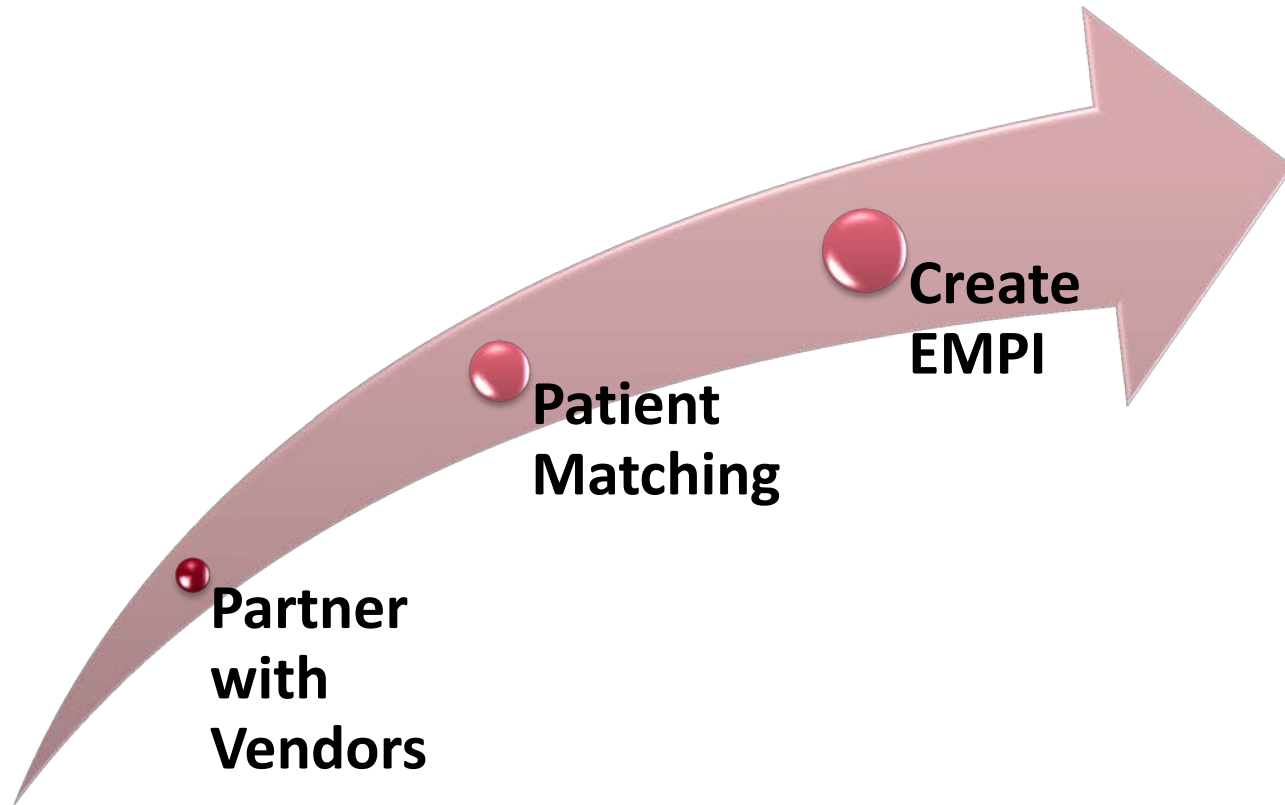
# Why EMPI is Important to Atherotech

- **Standardization**

- Patient identification is accurately managed through all processes and systems
  - » Atlas
  - » LIS
  - » Billing
- Reduction of time spent on maintaining patient records to manage duplicates

# Patient Centric

## How Do We Get There?



# Why EMPI is Important to Atherotech

- **Deliver Value**

- Improved trending and reporting
- Research and statistical data
- Wellness programs
- National presence with proprietary testing
- Partnerships for innovative solutions
- Lab data is the most structured data in all of healthcare
  - » Patient identification is critical to it's value

# PATIENT-CENTRIC SOLUTIONS AND THE “MUST DO” LIST



# Patient-Centric Solutions

1. Provide Consolidated Bills
2. Perform Patient-Centric Eligibility Checks
3. Maintain Smart Billing View
4. Avoid Gender / Date of Birth Errors
5. Minimize Non-Reimbursed Duplicate Testing
6. Offer “True” Longitudinal Reports
7. Provide a Patient Portal
8. Improve Workflow at PSCs
9. Enable Patient Balance Collection in PSCs
10. Foster Collaboration using the Coordinated Diagnostics Platform



# Provide Consolidated Bills

- Patient receives multiple individual bills for each physician placed order
- Billing & Customer Service personnel do not have complete view of all patient bills when patient calls for copy or to make payment
- Unpaid bill / outstanding balance remains due to patient thinking they've already paid



## Patient-Centric Benefits

- Reduce mailing costs and billing expense
- Gain efficiency within the billing and customer services departments
- Improve revenue, reduce write-offs
- Improve patient satisfaction





# Enable Patient Balance Collection & Co-Pays at PSCs

- Increases in patient responsibility due to changing payer coverage
- Lost revenue due to patient bad debt
- Increased billing expense trying to collect



## Patient-Centric Benefits

- Accelerate cash flow (reduce DSO)
- Reduce write-offs
- Reduce billing expense



# Minimize Non-Reimbursed Duplicate Testing



Group Practice



Specialty  
Physician



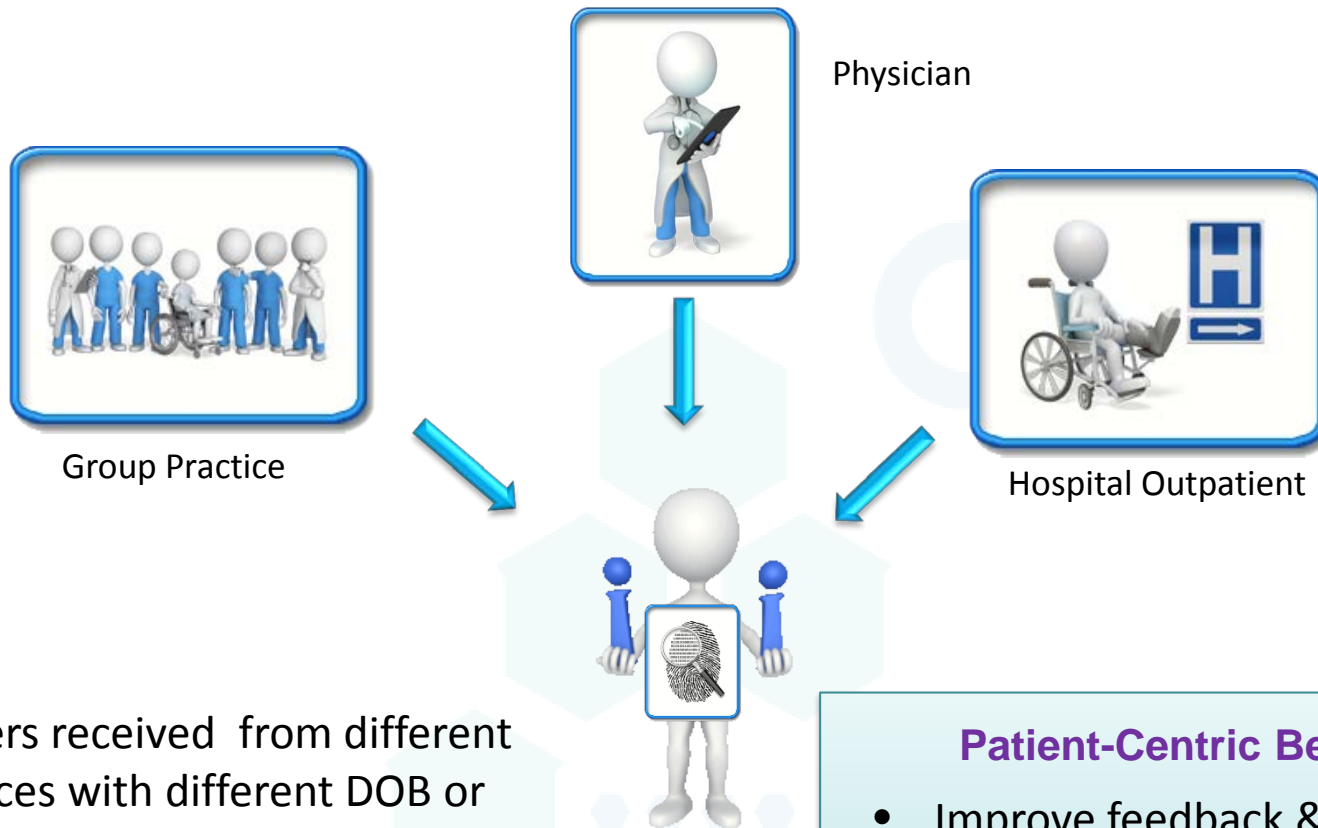
- Same test ordered from two different sources
- Payor will only pay for one
- Limited view of patient record

## Patient-Centric Benefits

- Reduce duplicate orders
- Improve physician satisfaction
- Reduce labor expense
- Reduce write-offs



# Avoid Gender/DOB Errors



- Orders received from different sources with different DOB or gender
- Orders received with missing DOB or gender
- **Potential impact to clinical validity**
- Missing data can result in callbacks and delays

## Patient-Centric Benefits

- Improve feedback & correction
- Reduce potential clinical errors
- Reduce duplicate records
- Reduce EMR matching errors



# Compile Longitudinal Reports Electronically



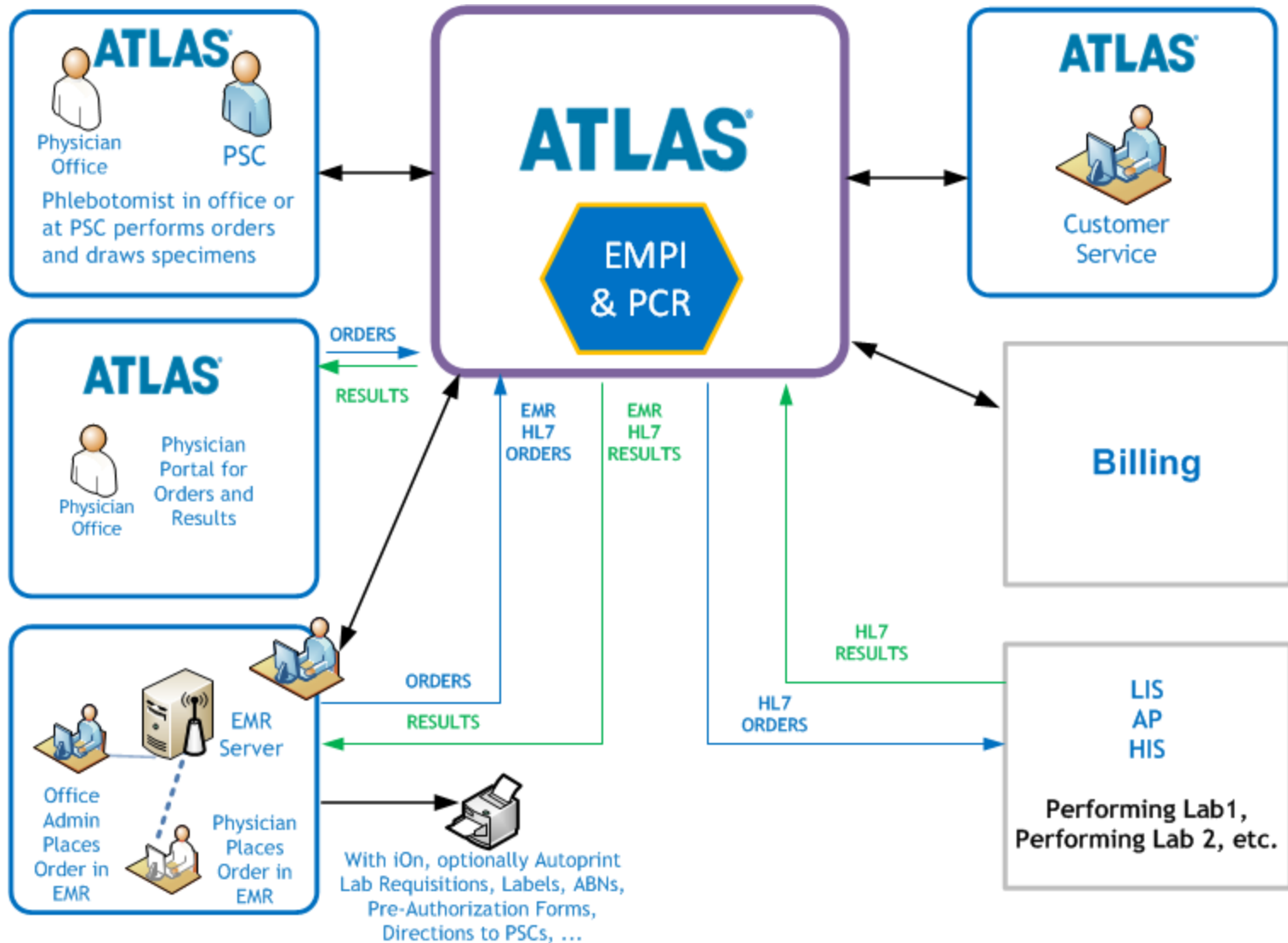
- Transaction based reports
- Inability to view patient results across multiple encounters
- Effort and time required to respond to longitudinal requests

## Patient-Centric Benefits

- Improve client satisfaction
- Reduce labor expense
- Position for increased demand to support continuum of care



# Advanced Connectivity with the EMPI & PCR





# Must Do:

Patient-centric is the key!

- ◆ Implement an EMPI or leverage existing patient-matching
  - Associate each transaction with an identified patient
- ◆ Implement a Patient Centric Repository
  - Must enable *dynamic access* to the information
- ◆ Drive all workflows from patient-centric views
  - It's about *people, process*, not just technology



# Must Do:

Leverage the value of diagnostic information

- ◆ Clean Analytics
  - Claim and diagnostic data for payers
  - Actionable Intelligence
    - The lab can be an “early warning system”
  - Improve your approach to revenue cycle management
    - Track patient balances over time
- ◆ Provide the ability for a national lab to manage patients
  - ◆ Adds VALUE and Business Growth
- ◆ Population Health and Disease Management
  - ◆ Use de-identified data for research in an effort to improve patient outcomes



# Must Do:

Think about the patient as consumer

- ◆ Focus on patient experience
  - How easy is your organization to deal with?
- ◆ Deliver value-added services that drive loyalty
  - Promote patient portal instead of worrying about how you will respond to requests
- ◆ Drive continuity of experience
  - What would Amazon do?





# Questions and Discussion





*Thank You.*

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