



New Decade, New Initiatives: 4 Ways Your EMPI Enables Transformation

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Agenda

Headlines and News

Industry Drivers

1. Interoperability & Pop Health
2. Patient/Consumer Engagement
3. The “Single Vendor” Myth
4. Analytics

What’s Around the Corner

New Decade: Headlines and Predictions

*“Informed and demanding patients are now partners in their own healthcare. **Patients are true consumers**, they understand they have options and use information and data about themselves and providers to get the best treatment at a time, place and cost convenient to them.”*

Deloitte

*The top workforce strategy priority for providers in 2020 will be **digital upskilling existing workforce**,” cited by 33% of surveyed provider executives.*

PWC

ONC Headlines

*“All stakeholders in the healthcare sector will benefit from a **fully connected health system that empowers** patients, caregivers, and their healthcare provider.”*

*“With this 2020-2025 Federal Health IT Strategic Plan, federal partners will continue to play a role in ensuring that **patients get access to their electronic health information** and have the full transparency that they need to shop for care.”*

*Dr Donald W Rucker, National Coordinator for Health Information Technology,
Office of the National Coordinator, Draft 2020-2025 Federal Health IT
Strategic Plan, January 2020*

ONC Strategic Plan Framework, 2020-2025

ONC Framework Goals:

- Promote health and wellness
- Enhance the delivery and experience of care
- Build a secure, data-driven ecosystem to accelerate research and innovation
- Connect healthcare and health data through an interoperable health IT infrastructure

Principles Driving the (Federal) Framework

- Focus on Value
- Put individuals first
- Build a culture of secure access to health information
- Put research into action
- Encourage innovation and competition
- Be responsible stewards

Clearly these underscore the four drivers we're discussing today

Four Key Drivers of Healthcare Transformation

1. Interoperability and Population Health
2. Patient/Consumer Engagement
3. The “Single Vendor” Myth
4. Analytics

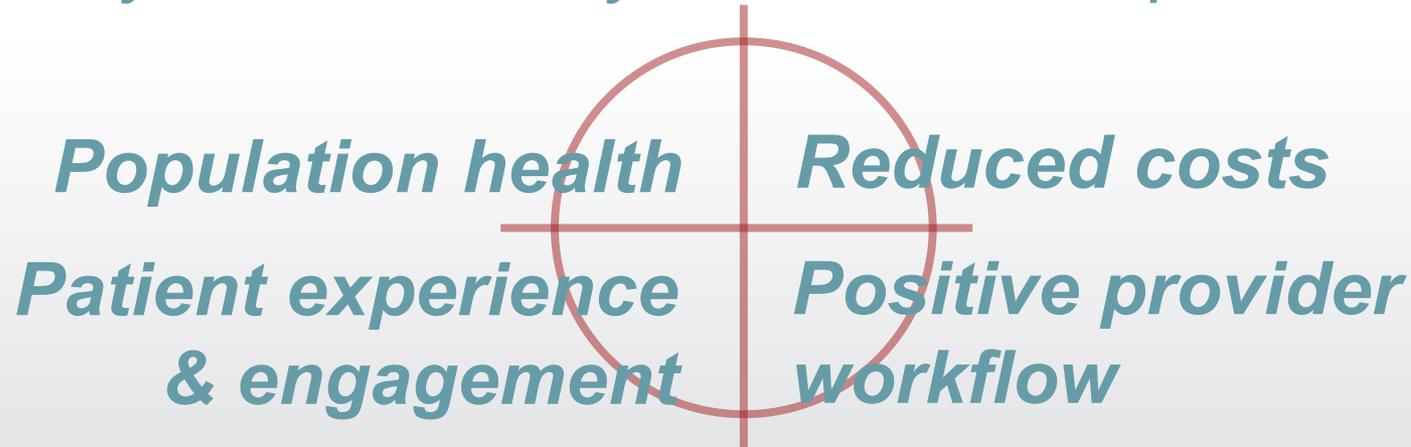
Patient safety and data governance are overarching principles to the market initiatives



#1 Interoperability and Population Health

21st Century Interoperability – It's Essential

Is your data ready for the Quadruple Aim?



“44% of the 6 hours a day a physician spends with their EMR is focused on clerical & administrative tasks.”

Fortune – Deaths by 1000 Clicks

Interoperable Data for Population Health – It's Not Easy

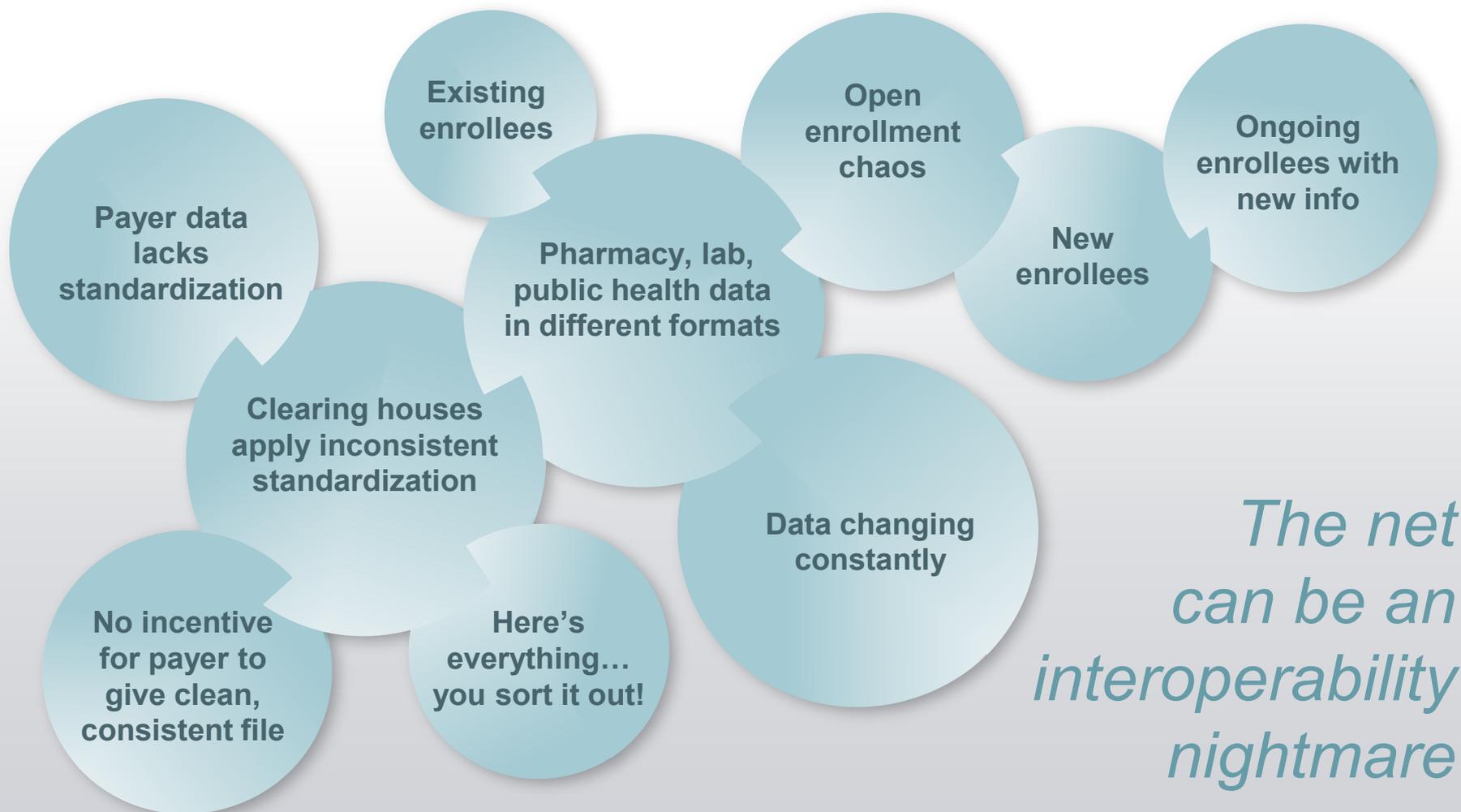
Plethora of data sources

- Owned docs
- Referring or affiliated docs
- Independent docs
- Pharmacies, labs, ancillaries, equipment . . .
- Public health

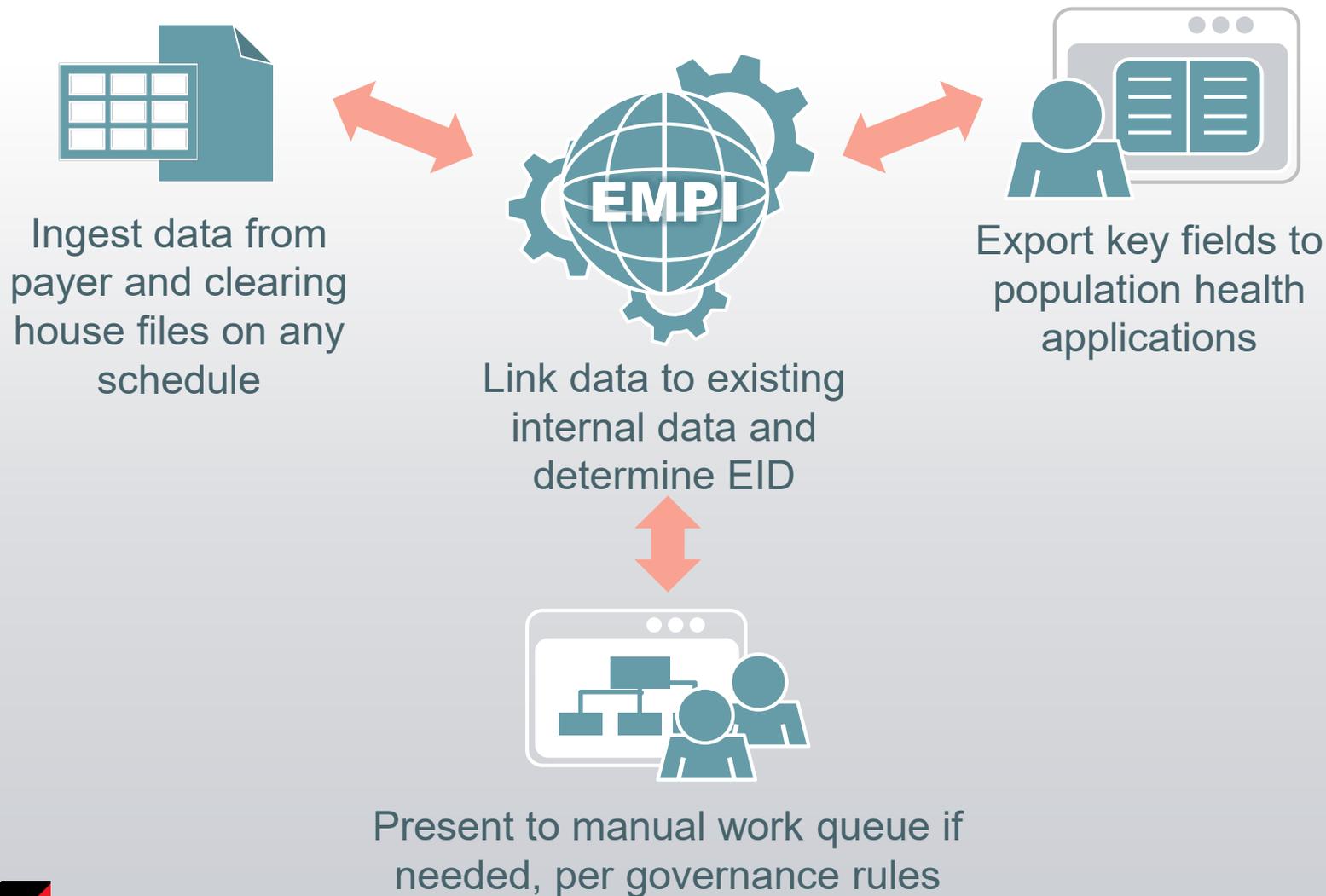
Data must support diverse risk models

- Upside only
- Can win and lose
- Total capitation
- And many more . . .

Population Health – The Conundrum



How an EMPI Manages Data for Pop Health



An EMPI Gets Results

Standardized, repeatable approach, yet flexible model that accommodates new participants. Efficient, cost effective, future proof

- **EMPI feeds**

- Pop health, enterprise analytics, data integration projects
- Any solution requiring single source of records

- **The Results!**

- MSSP savings 3.9% better than the benchmark
- 97% quality score
- 30% reduction in readmissions



#2 The “Single Vendor” Myth

The Typical Health System

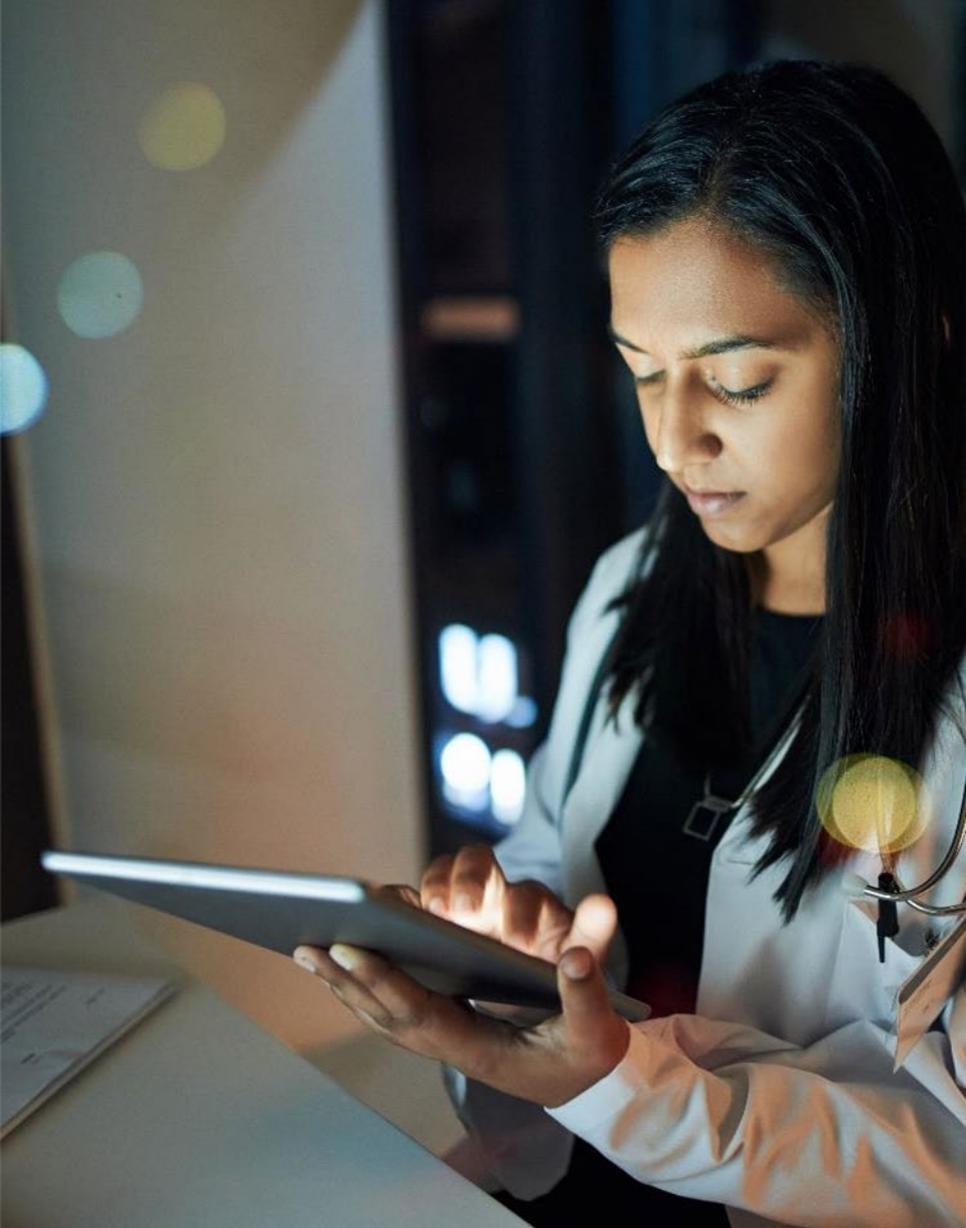
- Has 17 disparate systems — yet some vendors claim to offer a “single vendor” solution
- Loses \$1.5M per facility due to patient ID issues impacting claims
- Sees 35% of all claims initially denied due to identity errors
- Spends \$90 - \$1200 per duplicate record resolution
- Faces data breaches that cost \$2M - \$4M on average
- Makes mergers and acquisitions a strategic priority

The cost of believing that a “single vendor” can solve your identity issues is VERY high



Can the “single vendor” deliver these front-line, consumer-oriented needs?

- Immediate Potential Overlay detection and notification
- Comparison of person-level historical data to current data
- Enhanced, sophisticated real-time patient search
- User-friendly UI to support stewardship and business workflow management



Can the “single vendor” deliver these transformation needs?

- Manage multiple personas (consumer, patient, guarantor, preferred name)
- Support enterprise initiatives; i.e. online scheduling and family billing
- Provide tools to support faster, cheaper onboarding from M&A activity
- Support high volume transactional matching



Single vendor sites
use EMPIs

Shortcomings and
tunnel vision of the
“single vendor” can
be mitigated by
investing in an EMPI



#3 Consumer Engagement

Consumer Engagement – It Takes Many Paths

Patient Portals

- Review and download clinical records
- Schedule visits
- Message care providers

Digital Front Door

- One-time registration creates unique digital identity managed by specialized software or integrated with EMPI
- Identity and access management
- Registration, billing, payment (one bill, one payment)

Value

- Strives to make care personal, seamless, user friendly
- Consumer/patient engagement and empowerment create wellness and better health
- Informed, involved consumers have better outcomes

The Risks of Consumer Engagement

- Presenting the wrong data to the patient/consumer
- Data breaches
- Loss of trust
- Compliance
 - HIPAA, GDPR, PIPEDA

An EMPI ensures you present accurate, consistent demographic and clinical data to patients and consumers

Consumer Engagement in Action



One-Time Registration

We will always remember you



One Bill

We will always provide one bill for the entire episode of care



One Person

We will always provide care that is uniquely tailored to you

An EMPI orchestrates or controls demographics that underpin positive consumer experiences



#4 Analytics

Is Your Data Ready for Transformative Initiatives?

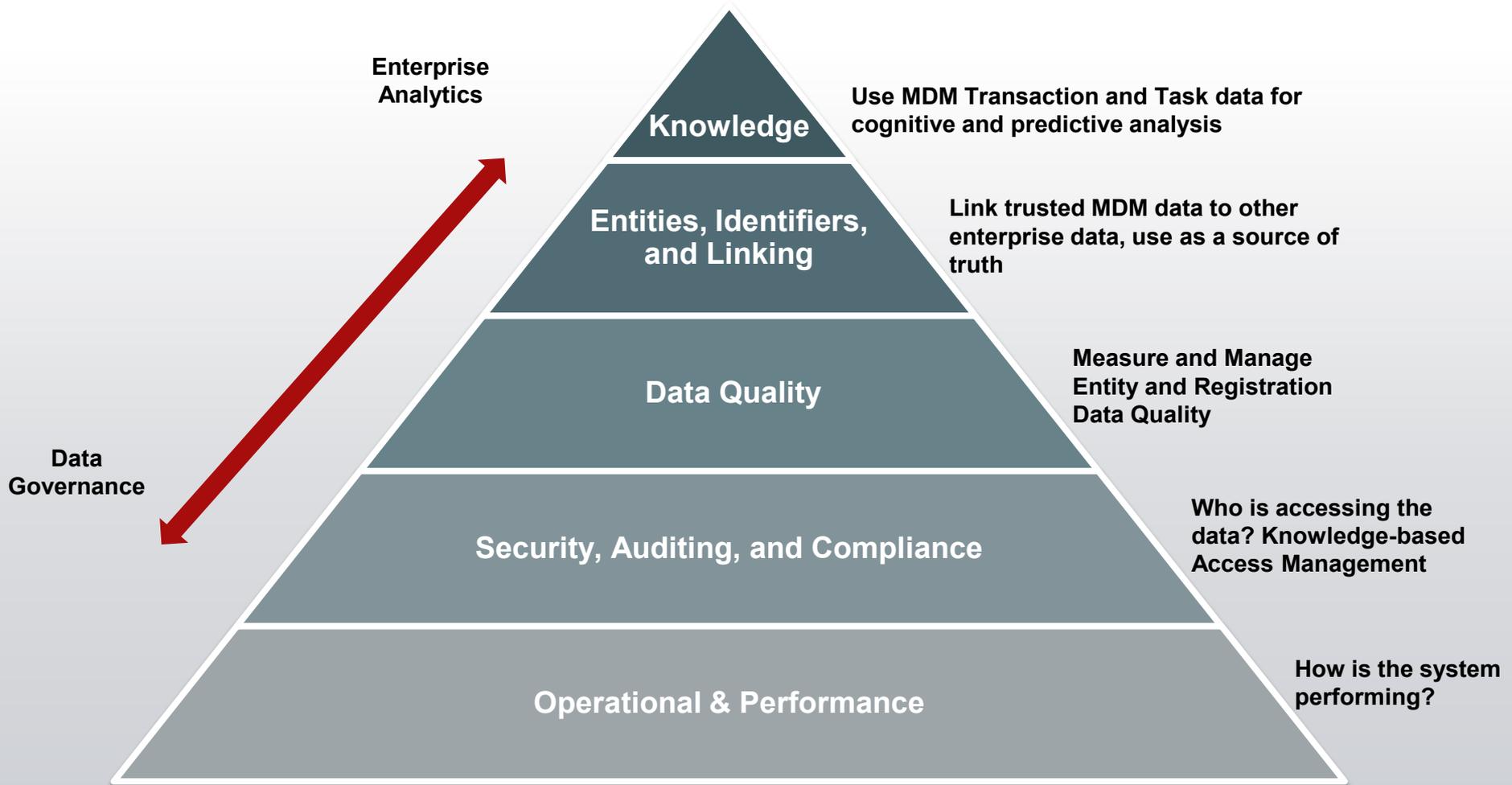
- **Data governance is essential**
 - Organizational stakeholders are more diverse
 - Data use is moving to immediate and proactive
 - Mobile, digital, cloud are the norm

*No matter how an organization addresses analytics,
it must have trusted, governed data*

Unlocking Value in MDM Data

- **MDM contains valuable data that is not generally available in other systems**
 - Managed, high quality patient identifiers and demographics
 - Transactional data, relationships, and history across all points of care
 - Data quality and data governance metrics directly related to patient interactions
- **The enterprise can gain value by using MDM directly and by combining MDM data with other enterprise data for advanced analytics**

MDM and Analytics Values



Traditionally, MDM Data is Hard to Access

- **Built for speed, not for easy SQL**
 - Complex data model, excellent for operational use
- **Built for data governance, not for analytics**
 - Data model is aimed directly at governance

IMT has built Insight:ID to bridge the gap

Insight:ID

- **Insight:ID provides a real-time source of MDM data for analytics**
 - Without impacting the production database
 - Using a reporting database that is easily integrated with third-party analytics tools
 - With a reporting framework that supports both “dashboard” views and more complex reporting, filtering, extract, download, and other integration functions
- **Insight:ID unlocks MDM data for data stewardship management and enterprise analytics use cases**

Go From This...

```

Summary AS (
    urentrecno, b.onmlast, b.onmfirst, b.onmmiddle, b.onmsuffix, b.onmtitle, b.onmprefix, b.maudrecno, ROW_NUMBER() OVER(PARTITION BY
    Join mpi_patient.mpi_mename b on a.memrecno-b.memrecno and b.attrrecno-1 and b.recstat='A'

AS (
    urentrecno, b.dateval, b.maudrecno, ROW_NUMBER() OVER(PARTITION BY a.curentrecno order by b.maudrecno desc) as emca from mpi
    Join mpi_patient.mpi_menddate b on a.memrecno-b.memrecno and b.attrrecno-8 and b.recstat='A'

ary AS (
    urentrecno, b.attrval, b.maudrecno, ROW_NUMBER() OVER(PARTITION BY a.curentrecno order by b.maudrecno desc) as emca from mpi
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AS (
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    Join mpi_patient.mpi_memident b on a.memrecno-b.memrecno and b.attrrecno-6 and b.recstat='A'

Summary AS (
    urentrecno, b.stline1, b.stline2, b.city, b.state, b.zipcode, b.country, b.maudrecno, ROW_NUMBER() OVER(PARTITION BY a.curentrecno
    Join mpi_patient.mpi_memaddr b on a.memrecno-b.memrecno and b.attrrecno-2 and b.recstat='A'

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urentrecno, a.onmlast as lastname, a.onmfirst as firstname, a.onmmiddle as middlename, a.onmprefix as prefix, a.onmsuffix as
eSummary a, DobSummary b, GenderSummary b, SSNSummary d, SSNSummary e, HomeAddrSummary f, HomePhoneSummary h, CellPhoneSummary i
emca = 1 and b.emca=1 and d.emca=1 and e.emca=1 and f.emca=1 and h.emca=1 and i.emca=1
entrecno-b.curentrecno and b.curentrecno-d.curentrecno and d.curentrecno-e.curentrecno and e.curentrecno-f.curentrecno and f
    
```

Messages

lastname	frstname	middlename	prefix	suffix	stline1	stline2	city	state	zipcode	homephone	cell
TEEPLE	DANIAL	E	NULL	NULL	30829 SIXTEENTH ST.	NULL	TEMPE	AZ	85283	4803524457	NU
HOWSE	ADELAIDE	W	NULL	NULL	14563 TRIANON PLAZA	NULL	PHOENIX	AZ	00000	4803986314	NU
CORNETT	DIANN	R	NULL	NULL	25298 BENTON ST.	NULL	APACHE JUNCTION	AZ	85217	4807259216	NU
BLAYLOCK	BABYBOY	A	NULL	NULL	16724 CARROLLTON ST.	NULL	GLENDALE	AZ	85318	NULL	NU
WOLD	BABYBOY	L	NULL	III	3872 OLIVER ST.	NULL	APACHE JUNCTION	AZ	85219	4801486228	NU
SCHRAMEK	GREGORY	NULL	NULL	NULL	25694 CUMBERLAND STREET	NULL	LITCHFIELD PARK	AZ	85340	6231826720	NU
GOREE	RAY	R	NULL	NULL	16773 HENRY STREET	NULL	TEMPE	AZ	85287	4802036411	NU
LOAIZA	WARREN	A	NULL	II	2527 ADAMSVILLE ROAD	NULL	MESA	AZ	85202	4801550526	NU
JUHASZ	JULES	NULL	NULL	NULL	12616 PILIE ST.	NULL	PHOENIX	AZ	00000	NULL	NU
BLASH	AILENE	A	NULL	NULL	25621 FLOW COURT	NULL	PHOENIX	AZ	00000	9999999999	NU
WESTRICK	BABYBOY	S	NULL	NULL	6569 RANELAGH STREET	NULL	PHOENIX	AZ	85061	4802655724	NU
GARLICK	SEBASTIAN	R	NULL	NULL	10402 DUNCAN STREET	NULL	GLENDALE	AZ	85304	6232064926	NU
SERNA	KRISTIAN	R	NULL	NULL	4089 FRONT ST.	NULL	MESA	AZ	85212	9999999999	NU
EUSTICE	BABYBOY	S	NULL	NULL	16290 KENILWORTH ST.	NULL	GLENDALE	AZ	85318	6238657151	NU

```
SELECT * FROM [mdm_report_demo_dec19].[dbo].[EMCA_DIM] where IS_CURRENT_IND = 1
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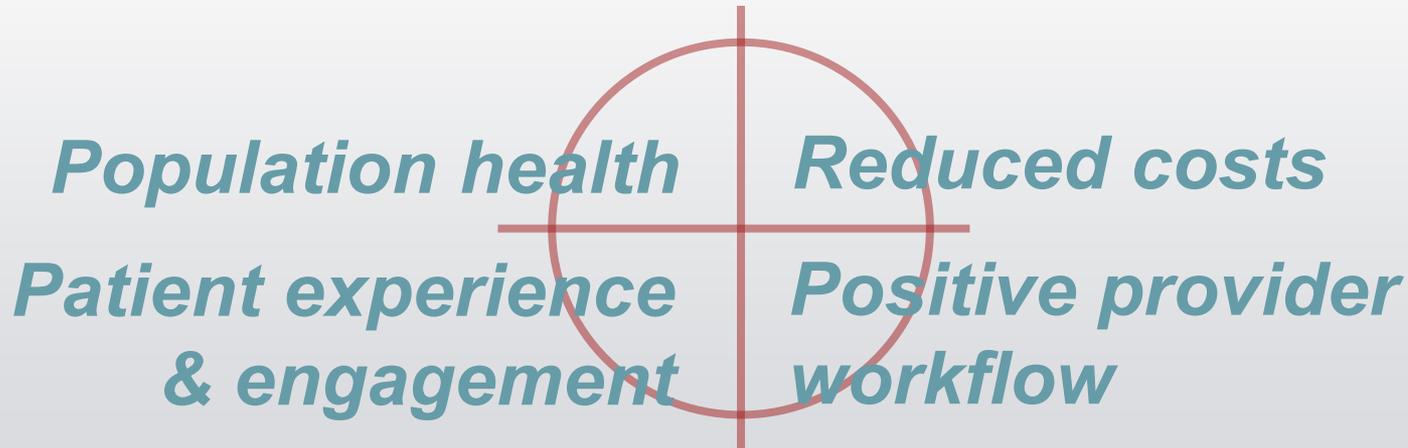
00 %

Results Messages

	EMCA_RID	EMCA_SEQNO	ENTRECNO	ENTITY_TYPE	DIM_ACTIVE_IND	EMCA_ACTIVE_IND	IS_CURR
1	568644	0	12791	patient	1	1	1
2	568645	0	12792	patient	1	1	1
3	568646	0	12793	patient	1	1	1
4	568647	0	12794	patient	1	1	1
5	568648	0	12795	patient	1	1	1
6	568649	0	12796	patient	1	1	1
7	568650	0	12797	patient	1	1	1
8	568651	0	12798	patient	1	1	1
9	568652	0	12799	patient	1	1	1
10	568653	0	12800	patient	1	1	1
11	568654	0	12801	patient	1	1	1

EMPIs Enable Better Analytics

AI and predictive analytic models must understand who the patient/consumer is to drive the Quadruple Aim



Use your EMPI to its potential to achieve your strategic and operational goals!

What's Around the Corner?

- **HIMSS**

- Hope to see you at Cuba Libre – Wed. March 11 from 5-7pm
- Register here: <https://www.eventbrite.ca/e/89143507631>

- **IMT at other conferences**

- eHealth Canada
- Future webcasts – stay tuned!

- **Contact us anytime**

- lorraine@fhci.biz
- john@imt.ca

References

- https://www2.deloitte.com/tr/en/pages/life-sciences-and-healthcare/articles/healthcare-and-life-sciences-predictions-2020.html?utm_source=4sight+Health+Readers&utm_campaign=08f49384fd-EMAIL_CAMPAIGN_2018_08_29_09_53_COPY_01&utm_medium=email&utm_term=0_96b6d85309-08f49384fd-147490925#
- <https://www.healthcatalyst.com/insights/artificial-intelligence-healthcare-leading-change>
- https://go.forrester.com/blogs/predictions-2020-healthcare/?utm_source=4sight+Health+Readers&utm_campaign=08f49384fd-EMAIL_CAMPAIGN_2018_08_29_09_53_COPY_01&utm_medium=email&utm_term=0_96b6d85309-08f49384fd-147490925
- https://www.pwc.com/us/en/industries/health-industries/assets/pwc-us-health-top-health-issues.pdf?utm_source=4sight+Health+Readers&utm_campaign=08f49384fd-EMAIL_CAMPAIGN_2018_08_29_09_53_COPY_01&utm_medium=email&utm_term=0_96b6d85309-08f49384fd-147490925

IMT Solutions

Master:ID



Patient / Client
Provider/Location/Org
Citizen / Voter /Student

OQM



Lab
Radiology
Surgery

Intel:ID



Persons of Interest
Fusions Centers
Fraud Detection /AML



Build a 360° View



Discover Relationships



Gain New Insights

Integration



Business
Process Management