Patient Access: Best Practices and Standards for Patient Authentication
Session Objectives

• Identify the patient authentication challenges that providers face

• Describe current practices for enrolling and authenticating patients in a hospital setting

• Show interoperability, improved workflow automation and process improvement accomplished by Smart Card Solutions

• Present case studies
Smart Card Alliance

- Not-for-profit association working to stimulate the understanding, adoption, use and application of smart card technology
- Over 200 company members, across industries, and worldwide
- Focused on education
- **Four Main Priorities:**
  1. Influence standards
  2. Voice in Public Policy
  3. Educational Resource
  4. Provide a forum for discussion
- Various councils focused on solutions and industry topics

For more information visit: www.smartcardalliance.org
Brings together industry experts to promote the adoption of smart cards in U.S. healthcare organizations

Promote the development and use of identity standards for healthcare services
- Patient Identity
- Process Improvement
- Streamline Identity
- Reduce Costs

Focus on opportunities and challenges that impact the global smart card industry

Emphasis on authentication, identity verification and security and privacy

Council membership is open to all Smart Card Alliance members
Definition of a Smart Card

- A device (plastic card) that includes an embedded integrated circuit (IC) chip
- Connects to a reader
- Store large amounts of data
- Carry out their own on-card functions
- Interact with a smart card reader
Patient Access: Best Practices and Standards for Patient Authentication

David Batchelor, CEO
LifeMed ID, Inc.
A Simple Bolt-on for Workflow Automation Solution
Validates Patient Identity, automates patient proofing, insurance and record matching for patient admissions without keystrokes or clipboard

- Eliminates duplicate and overlay records
- Diminishes misidentification, duplicate testing and fraud
- Increases patient safety and satisfaction
- ROI in Months - not years
Identity validation & record matching is essential to avoid duplicate records and to reduce instances of incomplete or fragmented patient information for care.
Harris County Texas ONLY (name/DOB)

- 3.4 million patients
- 249,213 have same first & last name
- 69,807 share both names and birth date

Nationally

- Medicare & Medicaid identity and fraud over 80 billion annually
- Duplicate records account for 5-15% of all patient records and cost the average hospital $500K - $2.5M every few years.
- Over 190,000 deaths annually. 10 out of 17 deaths are due to “wrong patient errors” or failure to correctly identify a patient.
A Good Animated Story Board
Positive Patient identity...Always

**Past**

*Repairing Duplicate or Overlay Records costs $500K - $2.5M every 2–3 years.*

**Present**

**Future**

CMS, Insurance & Healthcare Providers ID Cards or Biometrics

*No More Duplicates*

Patient Matching
One-time patient validation links patient medical record for lifetime automation

Patient presents identity verification documents → Biometric or ID Card linked to identity → Registration authenticates and verifies ID and takes photo → SecureReg aligns identity and medical record in PMS/ADT System

Automated 30 second patient registration without Clipboard

Patient validates identity using Biometric or ID Card → SecureReg decrypts, validates identity and retrieves patient record → SecureReg automatically evokes patient medical record for registration

Automatic PHR and Discharge Information Updates at Sign-Out

Patient’s validate ID with Bio or ID Card upon exit using unmanned reader or Kiosk → Patient reviews and signs any electronic forms
Interoperable Identity between EHR’s and ID Token’s

Providers, Government, and Insurance

- Biometric Devices
- Smart or Magnetic Stripe Card
- Government ID Systems
- Bridge to In-Patient

Enterprise - Master Patient Index
<table>
<thead>
<tr>
<th>Patient Safety and Workflow Automation</th>
<th>Deterministic ID Card/Bio Automated Solutions</th>
<th>Probabilistic MPI/EMPI Solution</th>
<th>Combined Security</th>
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<tbody>
<tr>
<td>Integrated workflow automation (no clipboard)</td>
<td>✓</td>
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<td>✓</td>
</tr>
<tr>
<td>Integrated interoperable identity solution (ID Card/Bio)</td>
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<td></td>
<td>✓</td>
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<tr>
<td>Automated patient identity validation</td>
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<tr>
<td>Automated identity, insurance and record matching</td>
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<tr>
<td>Automated two-three part patient authentication</td>
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<td></td>
<td>✓</td>
</tr>
<tr>
<td>Reduced misidentification and keystroke errors</td>
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<td></td>
<td>✓</td>
</tr>
<tr>
<td>Elimination of duplicates and overlays</td>
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<tr>
<td>Reduce duplicate testing</td>
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<td></td>
</tr>
<tr>
<td>Match patient to insurance and record and audit trails</td>
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<td>✓</td>
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<tr>
<td>Increase compliant billing &amp; reduce revenue cycle time</td>
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<tr>
<td>Duplicate record elimination report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Real time alert of potential duplicate record</td>
<td>✓</td>
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</table>
Workflow Automation from Admissions to Payment

Insurance Verification

Simple Bolt-On
- Automates ID Validation, Insurance & Record Matching

Payment Collection

Web Portal

Automated Co-pay, deductible and payment requirements

Provider Selects Identity Token

Admissions validates ID and matches record once...
Then patient simple touch's ID token on all future visits

Kiosk
One Identity for all Visits & Locations

Patient Identity Authentication

Diminishes Procedure, Duplicate Testing, and Identity Fraud

Eliminate Duplicate, Overlay Records and Diminish Keystroke Errors

Increased Patient Database Integrity ...less Medical Errors

Workflow Automation 30 Second Paperless Registration

Decrease Administration Costs and Requirements

Increase Administrative and Claims Efficiencies

Increased Account Collections and On-Going Revenue Growth

Increase Patient Safety, Satisfaction and Loyalty

6-8 Month ROI Projected “Annual” Hospital Savings = $800K-$4.6M
The Solution: Patient Validation and Record Matching with Workflow Automation

- No change in current EMR/ADT/PMS
- Simple add-on to current registration software and workflow – little IT requirements
- Automates patient identity and insurance verification
- Automates patient and record matching
- Links disparate system’s MRN’s to one patient identity
- Eliminates duplicate and overlay records
- Automates workflow from admissions to payment
- Diminishes misidentification and keystroke errors
- Decreases administrative costs – High ROI in Months – Not Years
John Stoy CIO Mid Coast Hospital

Mid Coast Hospital
For a Lifetime of Caring
Mid Coast Hospitals
Agenda

• Mid Coast Hospital Overview

• How changes in Healthcare have impacted our Organization and Growth
  • From Single to Multiple Best of Breed Systems
  • Not well integrated
  • Patient Data Everywhere

• Mid Coast Hospital Strategy to address these issues focused on:
  • Benefits to Patient
  • Staff
  • Revenue
Our History & Milestones

- 1987 - MCHS formed as parent organization to merge Bath Memorial and Brunswick Regional Memorial hospitals
- 1988 – Mere Point Nursing Home joins MCHS
- 1991 - Bath and Regional hospitals combine to form Mid Coast Hospital
- 1992 – CHANS joins MCHS
- 2001 – Opening of new hospital and attached medical office building
- 2010 - Hospice Volunteers in Mid Coast Maine mergers with CHANS Home Health
- 2011 - Opening of Walk-in Clinic in the Heart of downtown Brunswick at Brunswick Station.

Mid Coast Hospital Stats

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<table>
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<tr>
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<tbody>
<tr>
<td>Beds</td>
<td>92</td>
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<tr>
<td>Inpatient Admits (p/yr)</td>
<td>5,124</td>
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<tr>
<td>Outpatient Visits (p/yr)</td>
<td>313,204</td>
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<tr>
<td>CHANS</td>
<td>41,290</td>
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<td>Senior Health</td>
<td>33,068</td>
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<tr>
<td>Resident Days</td>
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</table>
Over the next decade, Mid Coast Health Services will continue its leadership in transforming healthcare for the communities we serve by focusing on the following priorities:

- **Prevention and Wellness**
  An organization that not only takes care of patients when they become sick, but also takes responsibility for the health and well being of our community.

- **Excellent Patient Experience**
  An organization that is easy to access and navigate and is committed to surpassing expectations. Caring is at the heart of what we do.

- **Integrated and Accountable Care**
  An organization that uses a team approach to managing the quality and cost of healthcare across all settings, engaging the patient, employers, and the healthcare team in the process.

- **Continuous Improvement to Achieve Superior Outcomes**
  An organization that continuously measures and improves everything we do and engineers safety, technology, evidence, and reliability into our clinical practices to achieve superior outcomes.

- **Meeting Community Needs**
  An organization that actively engages with the community to plan for and meet changing needs, and provides a first place to turn for high-quality healthcare, close to home.
Growth of Hospital Consolidation 2006-2014

17 CLINICS JOIN MID COAST HOSPITAL
Result of our Growth

• Patient
  • Patient Experience grade was deteriorating. Patient’s being asked at each service for information time and time again.
  • Patients would check-in at ambulatory clinics and then have to stop at registration for ancillary testing.
  • Wait times were increasing due to volumes

• Staff
  • Registration being done through multiple systems manually or through ADT interfaces
  • Ambulatory care interfaces for Labs, Medical Records, and Diagnostic Imaging

• Down Stream Affect
  • Billing errors were rising
  • Two separate billing system-one for Hospital and one for Clinics
  • Staff had difficulty keeping up and required additional resources in some departments
How we are achieved our Goals

- Find and develop a partnership with a Smartcard vendor to deliver functionality to meet our goals
- Implement Smartcard Technology which allows us to in Phase I
  - Authenticate Patient Identity and automatically bring up patient information.
  - Know up front when the patient was seen last and if their information had been updated
  - Ability to perform insurance validation against certain payers and to know if the insurance is valid and active
  - Setup encounter so that charges can be automatically processed in one system.
  - Encrypt and store information on the patient smartcard pertaining to demographics and clinical information like:
    - Isolations, MRSA, VRE, Confidential Patient and other alerts as required
### In Summary

<table>
<thead>
<tr>
<th>Satisfaction:</th>
<th>Treatment / Clinical:</th>
<th>Electronic Information/Data:</th>
<th>Prevention and Patient Education:</th>
<th>Savings:</th>
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</thead>
<tbody>
<tr>
<td>Patient; Staff; Other</td>
<td>Safety; Quality of Care; Efficiency</td>
<td>Evidence based Medicine; Data sharing; and Reporting</td>
<td>Prevention; Patient Education</td>
<td>Financial; Business Efficiencies; Operational Savings</td>
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<tr>
<td>• Improve Patient Identity</td>
<td>• Improve Patient and Clinician Safety</td>
<td>• One Source Data Sharing</td>
<td>• Increase disease awareness</td>
<td>• Reduce employee non-value added functions. Focus on value</td>
</tr>
<tr>
<td>• Improve Patient Throughput</td>
<td>• Faster Treatment of Patient with specific needs</td>
<td>• Early Warning on Isolation, MRSA, and VRE</td>
<td>• Ability to Educate Patient on Importance of Compliance</td>
<td>• Reduce Patient Wait Times</td>
</tr>
<tr>
<td>• Improve Patient Satisfaction Score</td>
<td>• Increase Quality Measures</td>
<td>• Increase Quality Measures</td>
<td></td>
<td>• Increased Volumes</td>
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</tbody>
</table>
Resolute Health is the innovation lab for new technology for Vanguard Health, a 6.5 billion company.

- Providing population health management and innovative technology that helps physicians share quality metrics, and patient data.
- Providing wellness and prevention services that empower people with tools that help them get and stay healthy.
BeneFIT Program was developed to provide incentives, rewards & register members making healthy choices that improve overall well-being like diet, exercise, medication, therapy & preventive measures.
Patient Satisfaction and Safety

- Registration, it couldn’t be easier. The patient simply swipes their card, photo appears on screen and each check-in at all visit locations is complete in seconds.

- Faster accurate admissions, less paper work equals higher patient satisfaction.

- Protects patient privacy. Patients check in without being asked for additional personal information to prove identity with a date stamp and audit trail for reporting.
Combining Marketing and Technology

- **Technology**
  - Significantly decreased admissions & keystroke errors
  - Eliminated duplicated records & Identity Fraud
  - Decreased duplicate procedures

- **Marketing and Community Engagement**
  - Chief Information Officers Mom (CHOM’s)
  - Local College - Comal ISD (RFID)
  - Retail and Merchants
Goals and Outcomes

- Patient Identity Authentication
- Provide Activity Audit Trail
  Reduce Identity Fraud
- Eliminated Duplicate Records
  Diminished Keystroke Errors
- Increase Database Integrity...Going Forward
- Workflow Automation
  20 Second Paperless Registration
- Decrease Administration Requirements
- Increase Patient Safety, Satisfaction and Data
- Increased Revenue Growth
- Increase Administrative Efficiencies and Reporting
- ROI Within a Year
Current and Future Expansion and Integration
One Identity for all Visits

- Hospitals
- Clinics
- Physicians
- Wellness Campus’s
- College Campus
- Insurance Card
- Employers
- First Responders
- B2B
- Retail