



Thank You for Joining Us,  
The Webinar Will Begin Shortly.

# Women And Technology Today

## Training 260:

# Merging Healthcare Technology with Your Business

Course Instructor:

Taruna S. Lombeshkon

President

Infinitas Health



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# Women And Technology Today Program

*National program from WIPP's "Women, Money and Opportunity: Powered by WIPP" series. The WATT program is designed to educate women business owners on strategies to accelerate growth by understanding technology investment, and how to manage it.*

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# Instructor

Taruna S. Lombeshkon  
President  
Infinitas Health LLC



# Course Goals or Agenda

- Leverage Technology As Enabler
- Diversify revenue streams
- Follow Emerging Markets
- Innovate Wisely
- Collaborate To Drive Synergy & Next Steps



# Electronic Medical/Health Records (EMR)

~60% of U.S. physicians in smaller practices don't use EMR - Accenture  
\$20B Allocated for EMR from Stimulus Fund

Goals...

- Automated & Integrated Patient Records
- Consolidated Patient Care Visibility
- Billing Integration
- Drive Efficiency & Reduce Costs
- Improve Quality of Care



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# EMR - Continued

Opportunities...

- Automate & Integrate Patient Record Tools
- Dashboard & Interface Portals
- Billing Integration Systems/Modules
- Drug Interaction Components
- Change Management
- Patient Connectivity

Note, HIPAA (Health Insurance Portability and Accountability Act)





# Medical Fraud

3% of the \$2.5 trillion (National Healthcare Anti-Fraud)

Some Sources...

- Phantom Billing
- Charging for Equipment/Supplies Never Ordered
- Performing Unnecessary for Defective Testing
- Code Jamming
- Offering 'Free' service in exchange for Medicare/Medicaid number



# Medical Fraud - Continued

Opportunities...

- Bill Code Mapping
- Incorporate Fraud Investigators
- Risk Metrics Profile Development
- Rules Based Analytics
- Fraud Detection Alerts



# Quality & Patient Safety

Medical Errors Cost over \$19B annually and almost 3000 avoidable deaths\*

Issues...

- High Readmission Rates
- Symptom Based Care
- Medical Errors
- Increased Cost of Care
- Patient Death & Unrelated Illness

*Per Milliman Study*



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# Quality & Patient Safety - Continued

Opportunities...

- Pay for Performance Reporting
- Home Health Integration
- Care Metrics Dashboards
- Preventative Care
- Process, Data Mining & Technology Intervention



# Key Markets

"The goal is to transform data into information, and information into insight"

– Carly Fiorina

- Healthcare Exchanges
- Federal
- State
- Hospital
- Physician



# Takeaways

HIMMS (Healthcare Info. Mgmt Society)

<http://www.himss.org/ASP/index.asp>

<http://www.ama-assn.org/ama/pub/physician-resources/health-information-technology/incentive-programs/medicare-medicare-incentive-programs.page>

<http://www.healthcare.gov/law/timeline/index.html>



# Questions?

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Women, Money and Opportunity brings resources and a wealth of knowledge from experts within the WIPP community to educate women business owners.



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  - Local Instant Impact Teams
- Weekly Policy Updates Relating to Your Business

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