One Patient…One Record

Presented by: Brian Wikle
About 4medica

20 Years
1998 - 2018

Founded in 1998

- 60 Million Patient Identities
- 16,000 Medical Practices
- 35,000 Unique Physicians
- Process Millions of Clinical Transactions Per Month
- Over 100+ Hospitals, Labs, Imaging Center, HIEs/HINs, ACOs

Multiple Strategic Partners:
- LIS/RIS/HIS/EMR/PMS Vendors
- Billing, CRM & Analytics, Other Health IT Companies
- Industry Associations
What is the End-Game?
Patient Centric…360 view

Share Data Transparently

Promote Informed Patient-Centric Care Coordination

Segregate & Identify Clinical Information from Each Data Source
Health Plan...360 view

- Aggregated member/non-member data
- Member/Patient centric view
- Outside providers’ silos
- Precisely identify single patient identity
- Clinical Diagnostic transparency
- Total cost of care
The Killer Question: Is this Kathy or Kathy?

Name: Kathy Jones
DOB: 11/12/1987
Address: 1212 Spring Street
Chicago, IL 60606

Name: Kathy M. Jones
DOB: 11/12/1987
Address: 1212 Spring Street #101
Chicago, IL 60606

Name: Kathy Jones-Smith
DOB: 11/12/1987
Address: 1212 Spring St. #101
Chicago, IL 60606
How Did We Get Here?

- Discrepancies in patient name, DOB, address, SSN, IDs and other unique patient attributes
- Multiple information systems and databases – silos (Lab, Rad, etc.)
- Poor system integration, or absence of integration (time is of the essence, resources)
- Prior data conversions (hospital systems merging, multiple EMRs)
- Current ineffective MPI/eMPI or lack thereof (relying on EMR)
The Impact and the Road Ahead

National Duplicate average is 8-12%

- Causing Patient Safety Risks, Flawed Metrics & Costs
- Resulting in a call to action by ONC
- Shared Nationwide Interoperability Roadmap

< 2% at the end of 2017 (missed opportunity)
< 0.5% at the end of 2020
### The Challenge

#### Overlaps

Duplicate records in more than one data source/location

- Dangerous; treating patient with missed important clinical information (blood types & allergies)
- Tests repeated; Financial impact on ACOs and Payors
- Delayed treatment

#### Overlays

Two or more people have the same MRN in same data source/location

- Very Dangerous; huge patient safety risk – treating one patient with another person’s record
- Quality of care problems numerous and extremely dangerous
- Especially Pediatric patients; who can’t speak for themselves
- Did you know? It can take as much as 60 hours to fix one electronic record overlay?
Where’s the Pain?

- Clinical Errors
- Incomplete Data for Care Coordination
- Lost Revenue
- Cost Inefficiencies
- Poor Resource Use
- Fraud and Medical Identity Theft
Clinical Errors

Connie’s story

Dodged by similarities for 20yrs. in town

A large hospital in Indianapolis learned they shared information

Name similar to hers, Wikle vs. Wilke, same age, live on same street

Post surgery was given drugs that matched the patient record however, not hers.
Incomplete Data for Care Coordination

Hospital

HIS

EMR

Imaging Centers

Laboratories

Big Data

MPI

Population Health/HIE

Analytics

ObGyn Group

Cardiology Group
Lost Revenue

Top 5-Insurance denials that impact revenue cycle efficiency

Cost Inefficiencies

14 FTEs working on duplicates

- Solving ~50 Duplicates / Day
- Org Creating ~50 Duplicates / Day

>20% Duplicate Rate

- >$500K
- Est cost per duplicate $1000
- ~$20 million/yr.
### Poor Resource Use

<table>
<thead>
<tr>
<th>Among Provider Data Managers</th>
<th>57% regularly correct duplicates</th>
<th>47% perform quality assurance on registration records</th>
<th>43% routinely measure data for patient matching errors</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Fraud and Medical Identity Theft

<table>
<thead>
<tr>
<th>Is the person receiving the medical service the actual beneficiary (identity theft)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Image of a hand holding a card]</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 2.3 million Americans impacted</td>
</tr>
<tr>
<td>• Can take $1000s to fix an overlay</td>
</tr>
<tr>
<td>• Black market sale of MI nets $60-$70 &gt; SSN nets less than $1.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Positive patient identification, selection or registration at POC</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Prevents medical identity theft &amp; insurance card sharing</td>
</tr>
<tr>
<td>• Reduces creation of overlaps and overlays</td>
</tr>
<tr>
<td>• Reduces revenue lost due to denied or delayed claims</td>
</tr>
</tbody>
</table>
What is 4medica Big Data MPI?

• A high volume, real-time transactional system
• A revolutionary non-SQL database platform to increase speed, precision and simplify administration
• A SaaS-based system that does not require expensive hardware
• A powerful engine that:
  • searches for all identity attributes simultaneously – not limited to certain attributes like most conventional MPIs
  • real-time continuous tuning
  • unlimited demographic history to reduce false negative matches
Why 4medica Big Data MPI?

- Unbeatable data matching precision
- Rapid implementation
- SaaS or on premise hosting configuration
- Affordable
- Scalable
- “Try Before You Buy” no-risk 90-day pilot
Delivering True Clinical Integration
One Patient…One Record
Speakers

• Gregg Church, President
  • (424) 289-2531
  • gchurch@4medica.com

• Brian Wilke, Senior Account Executive
  • (317) 219-8824
  • bwikle@4medica.com

• Muthu Kuttalingam, Senior Vice President, Product Development and Technology
  • (602) 334 4730
  • mkuttalingam@4medica.com

• Gretchen Cole, Senior Software Support & Training Manager
  • (812) 896-6663
  • gcole@4medica.com