Positive patient identification

Ensure accurate patient identification with Imprivata and Just Associates

Key benefits

- Eliminate patient misidentification at registration and point of care
- Improve patient safety and reduce medical errors
- Resolve and prevent duplicate and overlaid medical records
- Increase revenue capture by reducing denied claims and bad debt
- Support initiatives requiring substantial data analytics, where clean and accurate data is paramount

Healthcare can only be effective if the correct care is provided to the correct patient, using accurate patient information. However, relying on manual identification processes such as demographic searches and querying using Social Security Numbers often results in patient misidentification, which can lead to patient safety errors and financial issues for the hospital. Imprivata and Just Associates, two of the country's preeminent leaders in patient identification, have joined together to provide your organization with a holistic patient identification strategy, delivering an all-in-one solution for biometric identification, medical record clean-up, and patient matching optimization.

A great deal is at risk:

- 10% of patients are misidentified during medical record searches and 9% of misidentification events analyzed led to harm[1]
- An estimated 2.3 million individuals are impacted by medical identity theft annually, growing 22% per year[2]
- The average hospital can lose between 1-4% of net patient revenue as the result of denial write-offs which are often due to misidentification[3]

Today, value-based purchasing and population health initiatives make it more important than ever for providers to have an effective strategy for patient identification and to effectively remediate any data issues.

Biometric patient identification

Imprivata PatientSecure provides a solution for biometric patient identification that is directly integrated with your existing ADT and EHR systems, offering palm-vein scanning, iris scanning, and integrated photo capture.

Positive identification at registration

Imprivata PatientSecure uses biometrics to accurately and securely identify patients. Imprivata PatientSecure generates a single biometric identifier for every patient, creating a link between individual patients and their unique medical information, across each of the EHRs and clinical applications that the patient interacts with. Once enrolled, returning patients simply identify themselves at any location within their health network, directly from within an ADT or other registration screen.

In partnership with Just Associates, an experienced group of HIM and systems professionals, we retroactively clean up patient data, duplicate medical records, and overlaid medical records.

Imprivata PatientSecure can also be integrated with self-service kiosk workflows, which enables a patient to identify themselves before checking in for their appointment, verifying their medical information, insurance, and more.

Positive identification at any point of care

Once patients are identified at registration, they often need to be re-identified during their healthcare experience. Many workflows require verifying the correct patient is receiving the proper care, such as medication administration, radiation oncology treatments, and blood transfusions. Further, in the emergency department (ED) or trauma situations, Imprivata PatientSecure can quickly identify patients who are non-responsive or unable to identify themselves. By eliminating possible identification errors and locating the patient's unique medical record consistently, the solution helps improve patient safety by avoiding potential medical errors and ensuring the proper care is provided to the correct patient.

Medical record clean-up and patient matching

Whether you are migrating to a new system, merging information from another organization, or simply concerned about the quality of your patient data, Imprivata can ensure the integrity and accuracy of your data through medical record clean-up services. In partnership with Just Associates, the industry's experts in resolving patient record data integrity issues, we retroactively clean up patient data, duplicate medical records, and overlaid medical records. At the same time, we optimize your patient matching algorithms' performance to improve the ability to positively identify patients in the future.

Medical record clean-up

Leverage our joint, comprehensive master patient index (MPI) clean-up services that includes data analysis using sophisticated duplicate detecting algorithms. Our trained, experienced staff reviews and researches questionable records. When confirmed duplicates are found, they are then merged in primary and secondary systems. Our summary data integrity findings, best practices, and recommended corrective actions provide a roadmap for maintaining clean data.

Just Associates' solution benefits your organization and provides:

- A comprehensive approach for cleaning your data, helping you combat the issues related to patient safety and medical errors due to poor data integrity

- Sophisticated technology for analyzing your data and managing the clean-up process, improving the effectiveness of the clean-up and saving you time

- A trained, experienced workforce focused on accuracy and quality that investigates and resolves data quality issues that technology alone can't detect

- Proven strategies and best practices for keeping your data clean over the long term, allowing your organization to take advantage of emerging initiatives that depend upon database accuracy

During your clean-up project, Just Associates' team of HIM professionals will:

- Oversee the extract and analysis of your data for duplicate and overlaid records

- Review, validate, and research all possible duplicates

- Merge confirmed duplicates in all systems

- Provide a summary of data integrity issues and recommend corrective actions

Patient matching optimization
Benefit from a unique service that leverages knowledge of industry systems to enhance performance through improved patient matching capabilities, increased duplicate record identification, and enhanced operational output. The end result is better data integrity across the healthcare enterprise and a higher level of patient safety and care.

Proven adoption program for ensured success
Technology is only part of ensuring positive patient identification. Ensuring and driving adoption by staff and patients within the organization is a critical key to success. As the market leader, Imprivata has customized adoption strategies tailored for each and every health system. Our unique adoption methodology includes:

- Customized marketing and online/in person training for executives and staff

- Awareness and education materials for patients

- Marketing and enrollment strategies to ensure high patient adoption

- Clinical workflow expertise for workflow improvement

- On-site services for implementation and training

- Reporting and utilization analytics to track adoption

- Designated customer advocate staff to ensure ongoing utilization and optimization post deployment

With the onset of stricter gudielines and requirements for data integrity that fundamentally require consistent and accurate patient identification with little room for data issues, you can trust the combined knowledge and expertise of Imprivata and Just Associates to deliver an end-to-end solution. Our combined offering of biometrics, patient record clean-up, and patient matching optimization delivers what healthcare organizations require for today's challenges and tomorrow's realities.

Trusted leaders in healthcare
Imprivata has over 10 years of experience enabling over 1500 healthcare customers to identify patients, access, communicate, and transact patient health information. With over 9 million patient identities managed, Imprivata PatientSecure is the proven leader in positive patient identification, working with some of healthcare's largest health systems.

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imprivata®

About Imprivata

Imprivata, the healthcare IT security company, enables healthcare securely by establishing trust between people, technology, and information to address critical compliance and security challenges while improving productivity and the patient experience.

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About Just Associates

A recognized leader in health information data integrity and management with over 15 years or proven expertise, Just Associates is a healthcare data integration consulting firm that delivers superior value through improved data integrity. They have the process expertise and systems knowledge to deliver tailored, value-added solutions that improve financial outcomes and business processes and support delivery of quality patient care through improved patient matching.

1. Wall Street Journal Healthcare Report, Should Every Patient Have a Unique ID Number for All Medical Records?, July 2012. Valenstein, P. N., Raab, S. S. & Walsh, M. K. Identification errors involving clinical laboratories: a College of American Pathologists Q-Probes study of patient and specimen identification errors at 120 institutions. Arch. Pathol. Lab. Med. 130, 1106–1113 (2006).

2. Fifth Annual Study on Medical Identity Theft, Ponemon, 2014

3. 4 ways healthcare organizations can reduce claim denials, Becker's Hospital Review, 2016, http://www.beckershospitalreview.com/finance/4-ways-healthcare-organizations-can-reduce-claim-denials.html

PS-DS-JustAssociates-0218