How to Make a Plan for IT Optimization and Be Ready for the Future

National Association for Homecare and Hospice
2015 Annual Meeting & Exhibition

Objectives and Introductions
Objectives

- 7 steps to achieve optimal return on your investment in homecare or hospice software
- Identify why agencies fail to make best use of their software
- Define where technology is heading, so your agency can think strategically

Introductions

- Beau Sorensen
  - First Choice Home Health & Hospice, COO
  - Past president of Utah Association for Homecare
  - HHFMA Legislative Committee
  - Inventor, author, consultant

- Angela Zeringue, Allscripts
  - Director of Market Segment, Homecare
  - Past experience 3 vendors as well as one of largest providers in nation
  - Relevant Relationship — employed by Information Technology company however this presentation is focused of the use of any homecare or hospice software, not any actual software products

- Combined over 38 years experience
7 steps to achieve optimal return on your investment in software

1. An Annual Assessment of Software Use

- Review your staff and how they are interacting with your technology
- Get “buy in” – Explain why
- What’s the goal of assessment?
  - First time – find out processes
  - Next one – make sure they are being followed and where to improve
  - Find the manual work – Asking what can be automated
  - Find the workarounds, spreadsheets, binders, folders, extra copies and files
  - Hard cost savings – i.e. paper, mileage, more visits, more referrals
  - Soft cost savings – i.e. efficiency
How do you do an Annual Assessment?

- Be honest
- Have an Executive session for the current goals for the organization
- 1 full day minimum – 2 days maximum – don’t overkill – next year gets shorter
- Process review – Ask questions of every department?
  - SET IT UP RIGHT – this is not an analysis of “the person”, it’s “the process”
  - My best successful questions
    - “Tell me about an average day”
    - “and then what”
    - “and then what”
    - “what is kept outside of our software” (i.e. binders, spreadsheets)
  - Go through every department

2. Define and Document Your Processes

- Daily to Do List:

  1. Check email for deaths  
  2. Check to-do list
  3. a Roll in computer
  4. Check EMR's for EOB info and admits
    a. Roll admits in computer, etc.
    b. Loop offshore
  5. Change Board form calls for current day
  6. Re-print assignments, forms, and reports
  7. Process any EOB packets and admit-packets
    8. Enter referrals (see process) whenever you receive them.
  9. Fill out CTI's and give to Sandra.

- Weekend Do:

  - Friday (call out)
  - Saturday (call out)
  - Sunday

- Check mail box/daily

- Monday Do:

  - Check EMR's
  - Run admits
  - Change Board form calls for current day
  - Re-print assignments, forms, and reports
  - Process any EOB packets and admit-packets
  - Enter referrals (see process) whenever you receive them.
  - Fill out CTI's and give to Sandra.

- Friday (call out)

- Saturday (call out)

- Sunday
2. Define and Document Your Processes

- Look to your staff to tell you where there can be efficiencies
- Look for the in-efficiencies they can’t see because it’s HABIT
- Always consider your business risk – “Intellectual” Property
- Defined and documented processes will make sure:
  - Everyone knows their role
  - Everyone knows how to use the system
  - Anyone can cover for another
  - People come and go – new people may not understand the “Why”
- Consistencies across branches
- This is the only way to continue to make it better
- Make sure you check and re-check
3. Fit Your Processes to Your Software

- What is the best process with new technology?
  - Open to change
  - Admission to improvement – Admit there is a better way
- What sacred cows are out there?
- Don’t fight your software – it will win

4. Go Paperless!

- Why?
- Cost of paper
  - Boxes of plain paper
  - Storage
  - Auditing/Destruction/Shredding
  - Staff filing
  - Copier/Toner
  - Forms
- Cost of being a hybrid
  - Looking for patient charts
  - Duplicate records
  - QA challenges
  - Lost records (ok…just misplaced)
- Cost of lack of access to data while in the field
- Cost of mileage pulling staff to the office due to paper
- Cost of paper “Processes”
  - Lets look at an example next slide
5. Support Your Office Staff

- Make their job easier – isn’t that purpose of software
- STOP the Voice Mail and Email
- Listen and solve problems
- Always concentrating on what is happening that should be in the system?
  - Location of staff due to software processes
  - Use the system vs. manual processes that are embedded
  - Manual processes for getting data out
  - Someone adding up timesheets
  - Someone putting data onto a spreadsheet from another spreadsheet
6. Have Dedicated Technology Resources

- Create a “Technology council”
- Don’t ignore the “care and feeding” of software
- Review every new release
- IT, clinical and financial representation
- Become super users
- Meet regularly between releases – maintenance/improvement/learning mode
- Meet more often when you have a release
- Focus on the equipment
  - Make sure you have business vs. consumer – servers, devices, etc.
  - Support your software investment with valuable resources
- Make sure you have good IT people

7. Security is critical…Protect everything!

- We want to address several areas of security
- But first, why are we so hung up on it…. 
We’re hung up on HIPAA?

- Good news is you can only get fined up to 1.5 M
- Affinity Health Plan - $1.2M fine. Rented copiers returned with patient data stored on hard drives
- Multiple copies of “pieces” of charts still floating around
- Data emails, texted

“Get Ready For Increased HIPAA Fines”

- Becker’s Hospital Review 06/18/2014

- HIPAA fines are expected to significantly increase over the next 12 months, and HHS is expected to begin conducting another round of HIPAA audits, according to a National Law Review report... During a recent American Bar Association conference, Jerome B. Meites, a chief regional civil rights attorney at HHS, told conference attendees he expects HIPAA enforcement to increase at a dramatic rate over the next 12 months. He said HHS’ Office of Civil Rights wants to send a strong message to the healthcare industry through high-impact cases, and the more than $10 million HHS recovered from HIPAA violations in the last year will pale in comparison to future recoveries.
Here’s the scary part...

- Each medical chart has a value of $50 on black market
- Medical information has value of $10
- Your social security number or credit card information has value of $1

Hacked Health Records Prized for their Black Market Value

By William Maruca on March 16, 2015

http://hipaahealthlaw.foxrothschild.com/2015/03/articles/privacy/hacked-health-records-prized-for-their-black-market-value/

7. Security is critical...Protect everything!

- Text
- External
  - Email
  - Paper records being transferred
  - Are devices secure?
    - Concentra fined $1.7M for unencrypted laptops
    - Do you have all patients on all devices all the time?
  - Firewalls
    - Review any vendor who has access to your data and how they protect it
- Dropbox and the Cloud
- Internal
    - Unauthorized access, BYOD, and remote access – HIMSS survey 3 of 4 providers concerned
  - Audit trails on users
Understand Why We Fail...So We Can Ensure Successful Software Utilization
Why Do We Fail to Use Benefits of Software?

- No software can succeed if you don’t utilize best practices
- This can mean change
- Change is resisted by the people it most affects

Absolutely Essential

Incredibly Difficult

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8 Things We Can Do – Ensure Success

**Must be in this order**

1. Establish a sense of urgency – Be a “Change Champion”
2. Form a Powerful Guiding Coalition
3. Create a vision
4. Communicate the vision
5. Empower your staff to act on the vision
6. Plan for and create short-term wins
7. Consolidate improvements and produce even more process changes
8. Establish/Formalize the new approaches

“Leading Change: Why Transformation Efforts Fail”, by John Kotter,

Yep! It’s Coming…

- By 2017, 26 billion users of app market
  - “Key driver: the world's aging population with its increasing need for medical care.”
  - www.technologyreview.com “Mobile Medical Apps: A Market on the Move”
  - MMA (new acronym)

- App Store
  - Search “elderly”, 156 apps
  - Search “health”, 18,915 apps

- Google X – Cardiac Tracker
- Telehealth now vs. the future
Already Here...

- Medical implantable neurostimulation device by Setpoint
  - In development human trials in Europe
  - Rheumatoid Arthritis, Crohn’s, MS – debilitating inflammatory diseases
  - Configured via an iPad app
  - Consists of an implantable microregulator, a wireless charger, and the iPad prescription-pad application

These just get better and better...

Ralph Lauren’s health-sensing PoloTech shirts hit store shelves

By: Brian Dolan | Aug 20, 2015
• Vital Signs Camera by Phillips
  – iPhone or iPad
  – Camera detects the small changes in the color of the face to measure heart rate with beat-to-beat accuracy
  – Camera tracks the movement of your chest to measure your exact breathing rate
  * Current disclaimer that it’s "entertainment" only

Robotics

Meet Ava, the health care robot

Robotic home assistant Care-O-bot 3: possible application areas in everyday support
Wrap Up

• Important stuff, no matter what software – no matter what your costs
• Maximize investment – Get your return!
• Not just about software – it’s also about operational efficiency
• Life balance of staff – get rid of the manual, repetitive, inefficient work

Call to Action

• Engage with your vendor – support portals, services, sales,
• Be a partner not a customer
  – Help test releases
  – Volunteer for focus groups

Questions?
Thank you