

How to reduce denied claims
and improve revenue cycle
performance with positive
patient identification

Today's Speakers



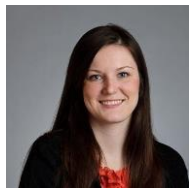
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Chief Information Officer & VP, Government Relations
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Molly Drake

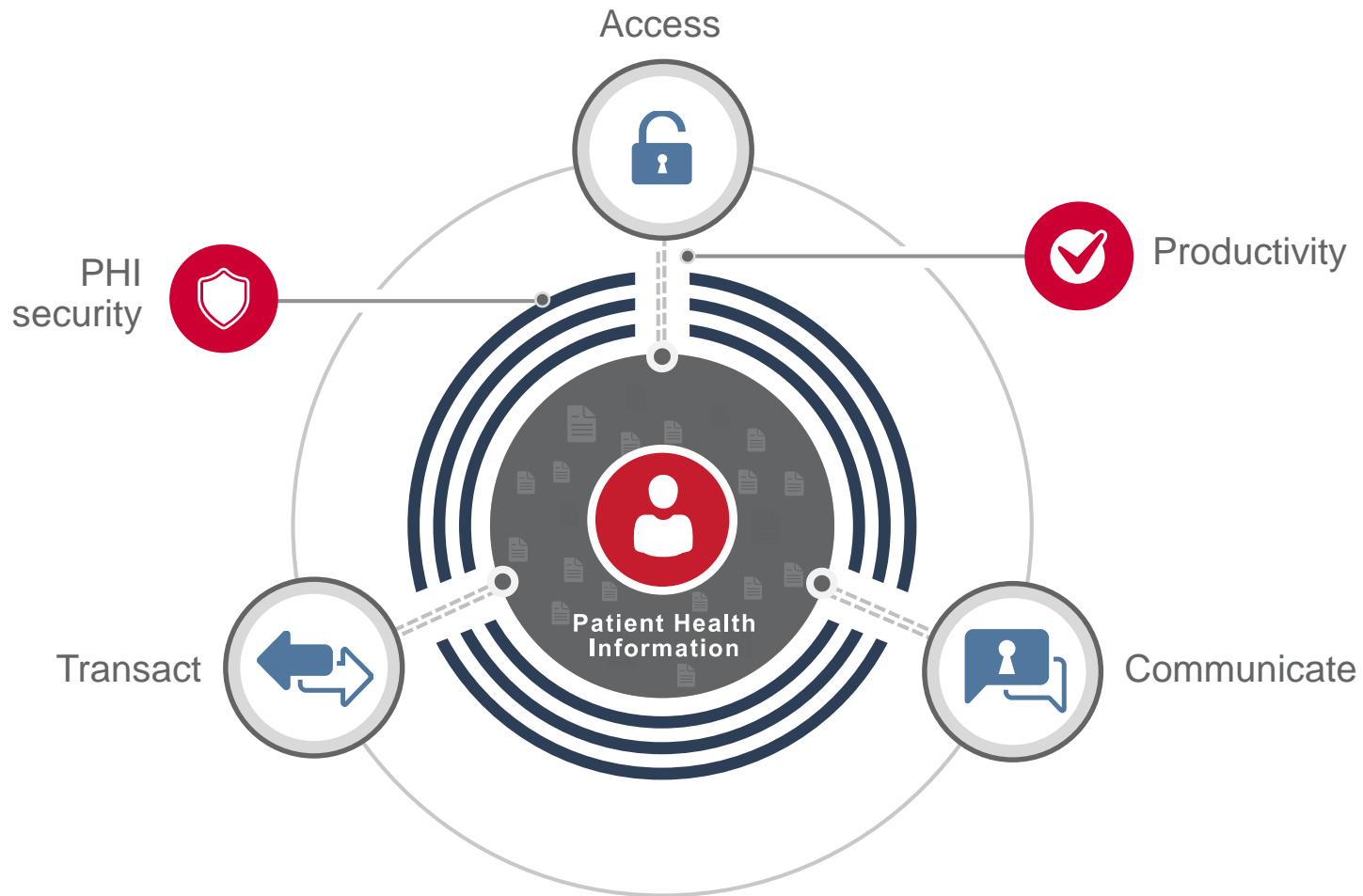
(Former) Senior Director, Corporate Access Management
Scripps Health



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What is the impact of
misidentification?





Misidentification causes
30% of radiation,
medication & blood
transfusion errors

Revenue loss
and denied
claims

Patient identity

Duplicate and
overlaid medical
records

Medical identity and
insurance fraud

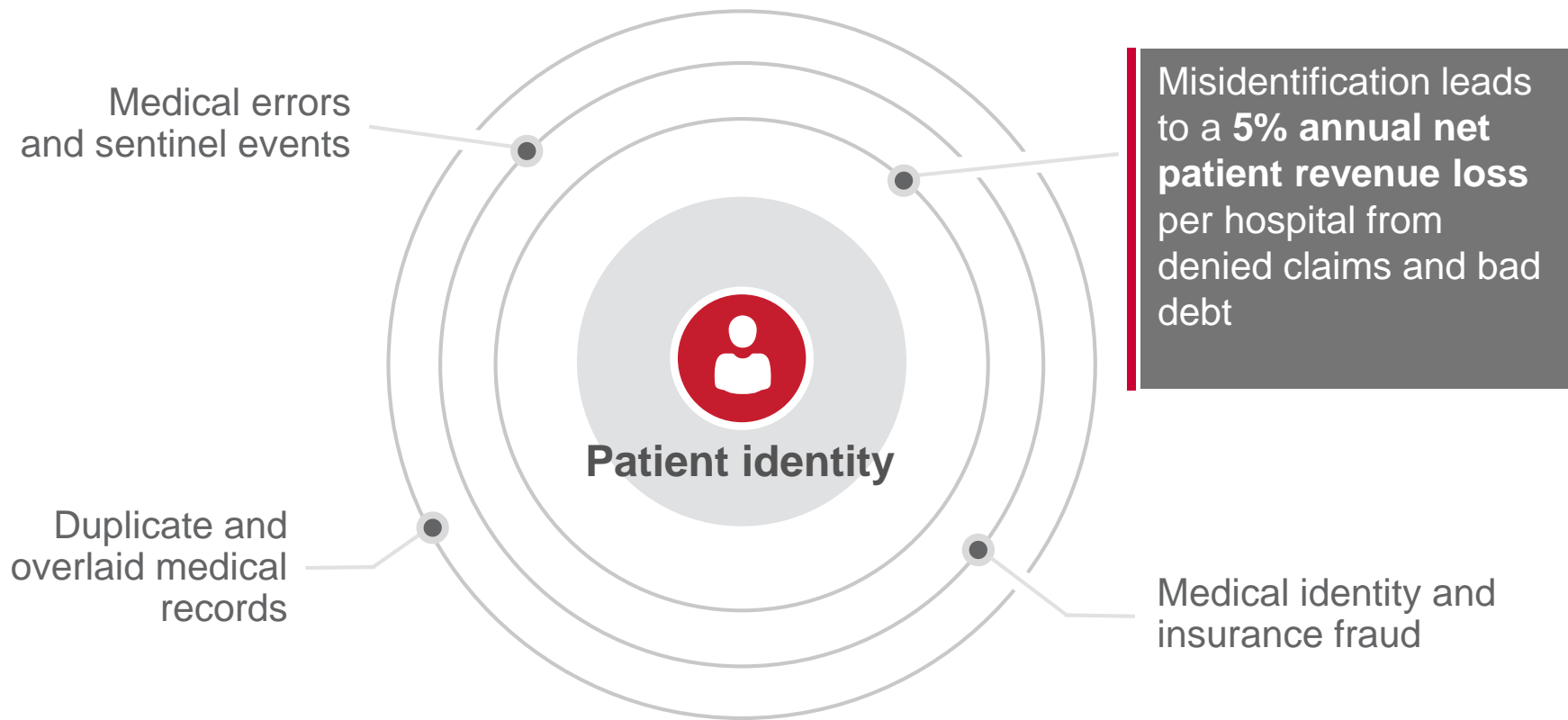
Medical errors
and sentinel events

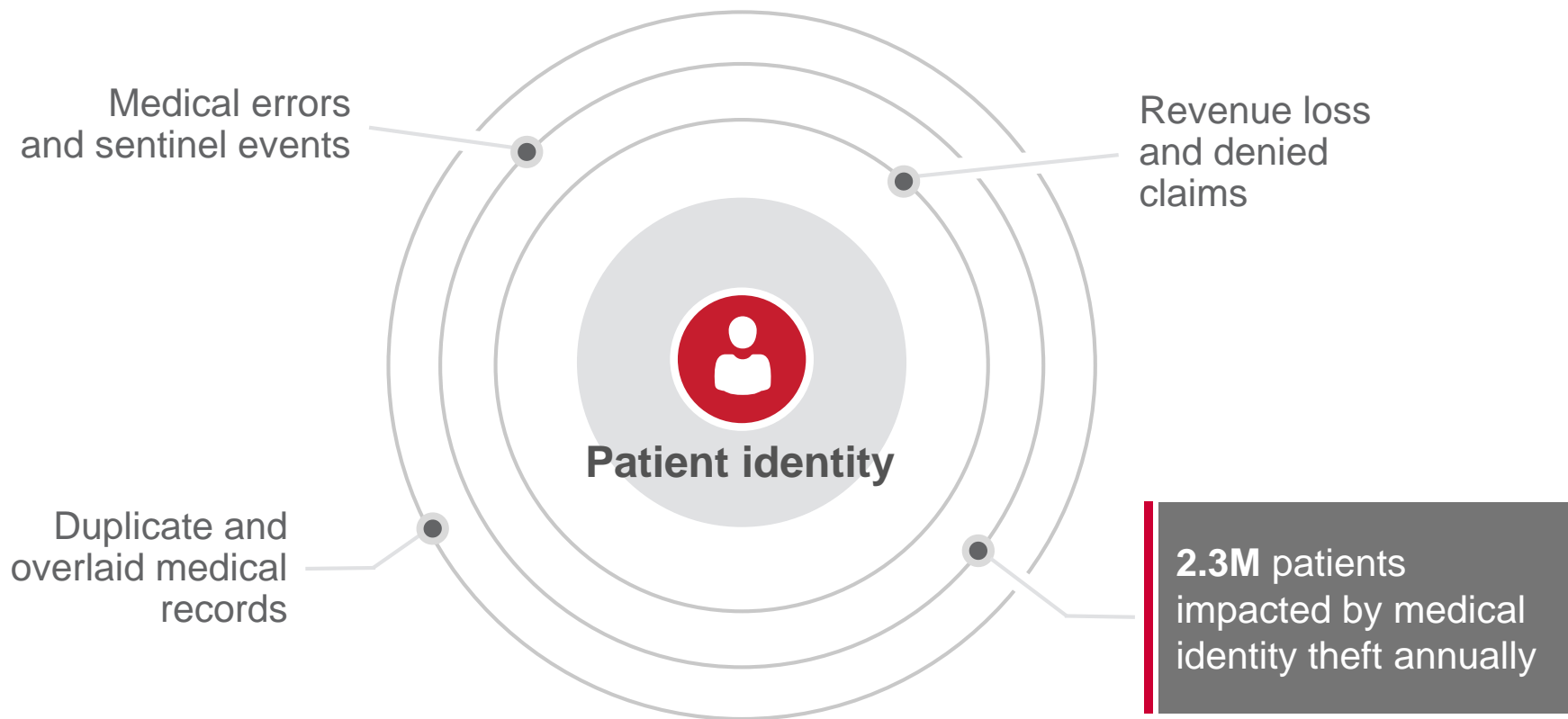
Revenue loss
and denied
claims

Average duplicate
rate is **7-10%**,
costing up to **\$1000**
per duplicate record
and **\$5000** per
overlay to cleanse

Patient identity

Medical identity and
insurance fraud



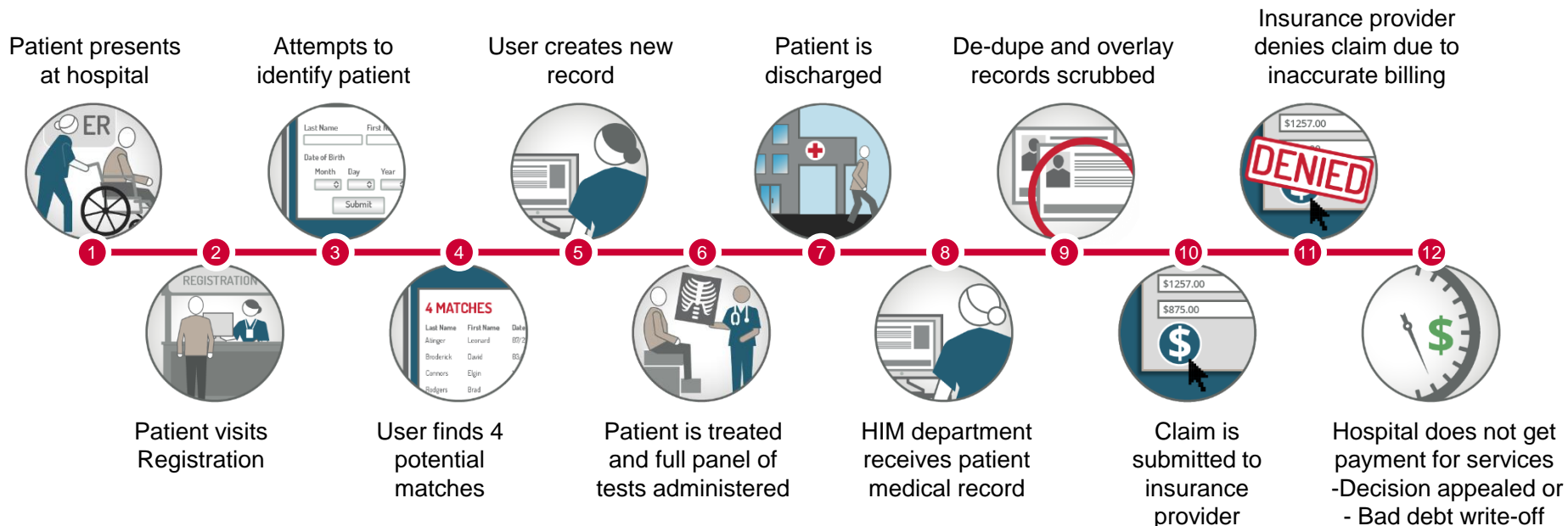


How does misidentification
happen?

Why misidentification happens

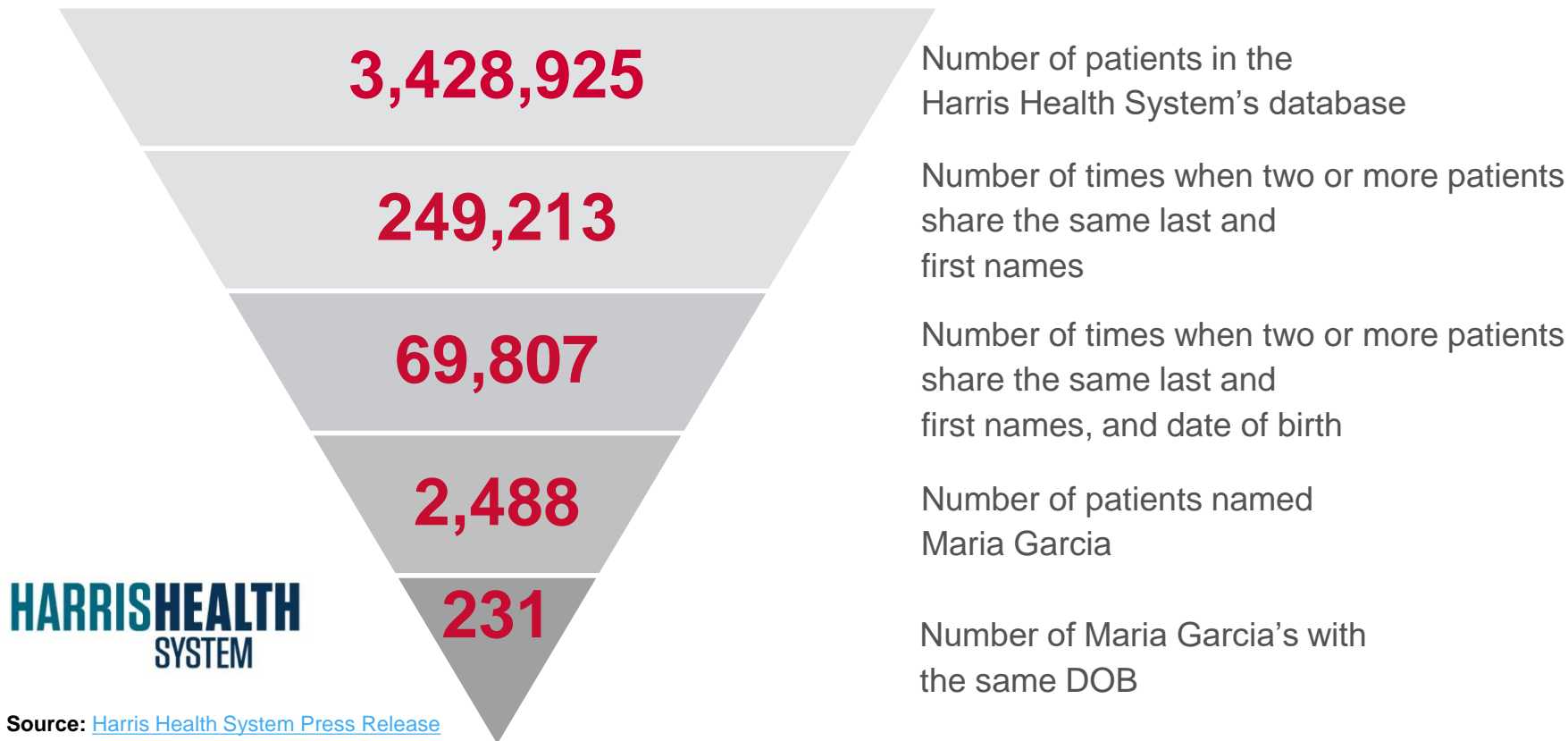
- Patients confused or can not communicate
- Information on file outdated or incorrect
- Registrars rushed or poorly trained
- Lack of accountability and conflicting priorities
- Cultural variation in naming conventions
- Intentional medical fraud and abuse
- Lack of awareness by the general public

Patient identification is complex & costly



7-10% patient misidentification rate

Why can patient identification be so difficult?



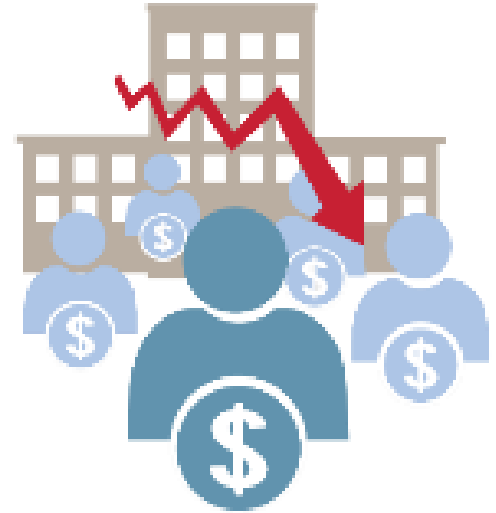
How it impacts patient care

- Clinicians accessing incomplete or inaccurate records
- Previous tests repeated
- Medications improperly managed
- Privacy breeches
- Patients accessing invalid information
- Results sent to unaffiliated physicians



How it impacts revenue

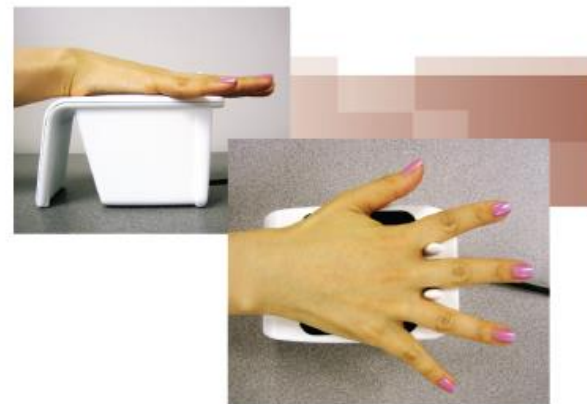
- Claim denials for duplicate tests
- Payment delays due to wrong demographics
- Claims reworked, re-billed
- Extensive labor costs to correct records
- Patient dissatisfaction, distrust
- Penalties associated with privacy breeches



Case study: Scripps Health

Implemented Imprivata positive ID platform

- Noninvasive
- Accurate to 1 in 5 million
- Not impacted by cuts or dirt
- Low maintenance
- Minimal IT data storage
- Interfaces with Allscripts
- Streamlines registration
- Useful even if patient unconscious

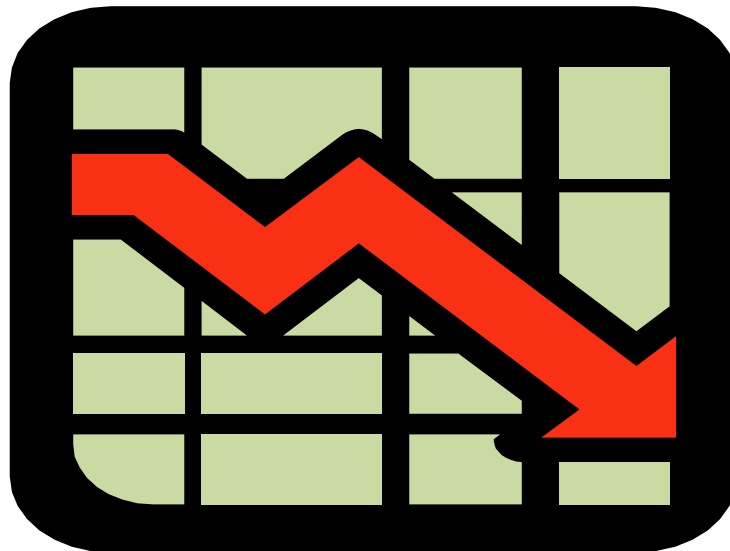


Outcomes



- High level of patient acceptance
- Rapid adoption by staff
- Prevents identity theft

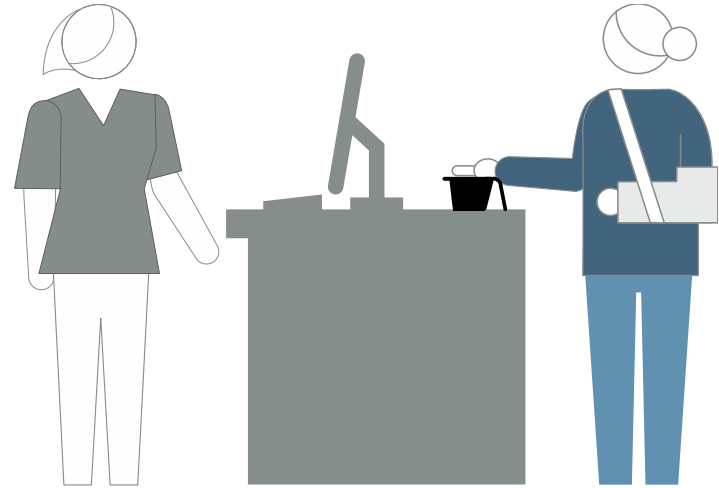
- Speeds up registration
- Eliminates need for ID
- Discourages frequent flyers
- MRN error rate down 30%



Positive patient
identification

Positive patient identification

- ✓ Positively identifies patient at registration and reduces medical errors
- ✓ Improves registration experience
- ✓ Eliminates duplicate and overlay medical records
- ✓ Prevents ID theft and fraud
- ✓ Prevents denied medical claims and revenue loss from misidentification



Case study – Carolinas HealthCare System

- ✓ Reduced duplicate medical records to .01% from 5%
- ✓ Reduced check-in times by 75%
- ✓ Prevented ID theft & insurance card sharing
- ✓ Improved patient safety & satisfaction

Better than national average by:

A large red circle containing the text "80x" in white, bold, sans-serif font, indicating an 80-fold improvement.

80x



Carolinas HealthCare System

Source: Craig Richardville's testimony before the Senate Committee on Health, Education, Labor and Pensions on June 10, 2015.

Imprivata PatientSecure



Biometric enrollment
creates a 1:1 link to
patient's medical record



Securely and accurately
identifies patients through
biometrics



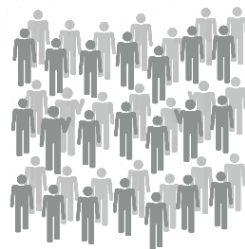
Retrieves the correct record
from appropriate clinical
systems

Imprivata PatientSecure is embedded in hospital information system's workflow

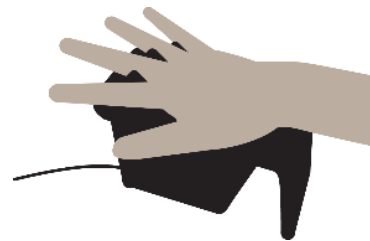
Why palm-vein recognition biometrics?



Highly accurate,
unique, and stable



Virtually 100% of
the patient
population can use
the technology



High patient adoption;
non-intrusive, easy-to-
use, and stigma-free



Directly integrated into any ADT system

Strongest ADT integrations on the market



Integration with self-service kiosks

- Integrated with self-service kiosk
- Positive ID on pre-registered and ED patients
- Dramatically speeds up check-in process
- Supported kiosks include Epic, PatientWorks & Quadramed



Identification across multiple ADT systems

IDN / Healthcare
System



Imprivata
PatientSecure™
biometric patient
identifier

Hospital 1

Epic



Hospital 2

Cerner



Clinics

Meditech



Why hospitals choose Imprivata PatientSecure

Market leader in
positive patient
identification

Proven customer
results

Strongest partner
integration

Single identity over
multiple systems



65
health systems

350+
hospitals

2,500+
clinics



80x better than
national average
duplicate record rate

Epic



McKESSON

Embedded work flow
of patient identification
within EMR platforms





Enabling Healthcare. Securely.®