



CASE STUDY: FLORIDA HOSPITAL DATA MARKETERS RELEASE OF INFORMATION SM

Florida Hospital Realizes Revenue-Generating Goals

“DataMarketers is willing to adapt solutions to meet the needs of their customers and they are the most engaged with the intricacies of release of information by offering a shared services approach. When our facility transitioned to an electronic health record and considered bringing our medical record request process in-house, DataMarketers stepped in with their ROI Partner solution. Now we’re a revenue-generating department, so it’s a win-win situation.”

– Margaret Verity, Administrative Director of Health Information Management

Problem

When Florida Hospital, a 2,188 bed hospital system with eight locations across Central Florida, went live on an electronic health record (EHR) system in 2007 and centralized its health information management (HIM) department functions a year later, the system was outsourcing the entire release of information (ROI) process. With the use of an EHR, the idea of bringing the ROI process in-house and becoming a revenue generating department as a result was very appealing. During the evaluation process, Florida Hospital realized that handling the billing and collection functions on the back end was going to present a huge challenge as this was not a typical skill set for HIM professionals. “We knew we could produce the copies of the records and validate the authorizations; however, no one really wanted to manage the whole billing aspect of ROI,” said Margaret Verity, Administrative Director of Health Information Management, Florida Hospital. DataMarketers recognized the challenges that Florida Hospital was facing and presented an adaptable and technology-based solution to meet their needs, a shared services model, DataMarketers ROI Partner.

Solution

With DataMarketers ROI Partner, Florida Hospital handles the front end of the ROI process where their staff provides the customer service and processes the requests, while DataMarketers handles the back end and provides quality control, secure and confidential fulfillment of the request via mail or electronic delivery, invoicing, collections services and tracking capabilities. Once the Florida Hospital HIM staff logs the request, identifies the correct documents for release, and retrieves them from the Hospital’s EHR system, they upload them electronically from the EHR into DataMarketers’s HIPAA-compliant and web- based ROI system for a seamless process. DataMarketers takes over from there and completes the remaining tasks for fulfillment from their centralized processing center with virtually no human interaction, reducing the risk of breaches and other HIPAA violations. This presents a huge time savings for the staff at Florida Hospital so they can focus on what matters most, quality patient interaction.

“Customer service is a huge initiative at Florida Hospital and we’ve seen it significantly improve since we’ve began utilizing DataMarketers ROI Partner,” said Verity. “We create consistent processing and messaging across locations and provide superior customer service to our patients

Florida Hospital’s Results:

- Revenue sharing
- Increase in customer service focus
- Efficient processing of over 8,000 requests monthly
- Optimized use of HIM staff
- HIPAA-compliant secure ROI Process
- Request tracking capabilities



requesters which allows our staff to be more engaged in the patient experience. In addition, our ROI process remains HIPAA-compliant and confidential as a result of DataMarketers's secure technology platform." With over 8,000 medical record requests per month, Florida Hospital has the added benefit of earning revenue from billable medical record requests. "Even though the revenue is not a huge amount, it's able to supplement our efforts making the ROI Partner solution a perfect fit for our needs."

DataMarketers Release of Information

DataMarketers ROI Partner Program: a shared services approach to the management of medical record request fulfillment

Today's HIM departments have several options when it comes to managing the medical record administrative processes of a healthcare facility, specifically the medical record request process, also known as release of information (ROI). This function can be outsourced to a third party vendor, such as DataMarketers, who provides the staffing and technology for the fulfillment of requests or can be managed in-house by facility staff. Either way, it's a time consuming and labor intensive process that requires dedicated full time employees, secure quality control measures and a HIPAA-compliant distribution process. DataMarketers recognized the need for an adaptable solution by providing healthcare facilities, including hospitals, physician practices and clinics with their shared services model, DataMarketers ROI Partner, for the fulfillment of medical record requests.

Facility staff manages front end customer service and interactions, while DataMarketers manages back end invoicing, billing and request distribution for a revenue-sharing experience

With DataMarketers ROI Partner, facility HIM staff processes medical record requests by reviewing the original request, locating and retrieving the patient chart or accessing the information in an electronic health record and then determines the requested documents to be released. Once the requested records are uploaded by facility staff into DataMarketers's proprietary and HIPAA-compliant ROI software application, DataMarketers takes over. The proprietary software then securely transmits the records to DataMarketers's centralized ROI processing facility for quick turnaround delivery via mail or electronic delivery, directly to the original requester-100% hands-free with a high level of accuracy. In addition, DataMarketers handles the billing, invoicing and collections associated with the requests.

HIM staff can easily track the status of requests with the complimentary use of DataMarketers's user-friendly software, eSmartlog™ which also includes comprehensive reporting capabilities. The facility also receives revenue for billable requests for medical records.

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