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Chief Technology Officer & Head of Product

Jeff leads the Software Development, Quality Assurance, IT Operations, Product Management and Client Services functions. He joined Proficient Health with the MD Interconnect acquisition in July of 2019, where he led all Technology and Product Development. He is an accomplished senior technology executive with significant experience in both Fortune1000 and startup environments.

He began with a 15-year career with IBM and has continued his work in venture capital-backed companies with multiple successful exits. He has over three decades of technology leadership experience across a number of industries including systems management, internet add serving, mobile content, internet self-publishing, public/private/hybrid cloud solutions, internet of things, music tech and healthcare tech.

Jeff earned a B.S. in Computer Science and Mathematics from North Dakota State University.



Agenda



- Other industries versus healthcare
- The healthcare industry's focus on interoperability
- Technology trends that focus on bridging the gap
- What happened to the patient
- Checklist for improved patient referrals
- Looking at the benefits of a successful deployment of interoperable solutions



Other Industries vs Healthcare























Healthcare Technology Challenges and Effects

Challenges:

- Multiple EMRs and supporting systems are involved
- Data is trapped in silos
- Workflow differences and complexities
- Technology is not easy to use
- Automation has not been a priority

• Effects:

- Getting a referral scheduled is difficult (need to make and/or wait for a phone call)
- Patients are not able to engage
- Administrative burdens get in the way



Current Trends in Healthcare IT



- Moving to the Cloud
- FHIR
- 360X
- National integration platforms
- Patient engagement tools



Technology and Interoperability

- Cloud and Cloud-adjacent strategies for EMR and supporting systems give Health Systems the ability to roll
 out updates more quickly.
- FHIR is an improved interoperability standard based on modern data transfer and access technologies.
 - ONC and CMS final rules re: Patient Data availability from Payers
 - Primary use cases are around accessing Patient Data from third party apps, but other use cases are emerging
- The 360X Project seeks to enable providers—using existing health data exchange standards and technologies—to exchange referral info
 - Leverages existing HL7 and Direct Messaging standards to provide low barrier to entry for vendors to use
 - Provides profiles for specific use cases
- National Integration
 - Qualified Health Information Networks (QHIN)



What Happened to the Patient?



All these technology advances and yet we cannot seamlessly coordinate a referral



Patient Engagement Trends

- Consumerism
- Patient-physician communication
- Self scheduling
- Virtual assistant
- Mobile payments
- Online education



A 2017 study from the University of Oregon showed actively-engaged patients were nine times more likely to feel their treatment plans reflected their values, four and a half times more likely to tolerate side effects, and three times more likely to initiate a healthier diet.

Checklist for Improved Patient Referrals

- Patient centric technology
 - Online Scheduling: make it easy to book an appt
 - Communication: meet patients where they live through methods they prefer
 - Engagement: keep patients on track
- Single, system-wide referral workflow
- Technology agnostic
- Look for companion solutions versus 'rip and replace' methods







Incompatible systems cause delays in patient care and drive costs



Referral management solution integrates seamlessly with EHR to streamline and simplify processes



Transparent referral process that decreases time-to-appointment and improves care coordination







coordinating care across
430 primary care
practices and 1100
specialists



A centralized referral management platform to create, track and manage referrals



Connected workflows and near real-time data insights to help improve care and communication





Case Study



Fragmented communication causes delays in appointments and negatively impacts patient satisfaction



Using innovative and integrated technology to share information and manage referrals online



Reduction in scheduling delays, increasing patient satisfaction and improving care delivery



Summary

- Technology advancements have helped improve the referral management patient experience, but there is still a lot of work left to do
- Interfaces with discrete data between EMRs and other supporting systems are critical to reducing time to appointment and improving care coordination for patients
- Patient engagement is key to success
- Need to strive for as much patient self service and transparency to patients as possible
- Rome wasn't built in a day incremental enhancements are good





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