

# HEALTHCARE CONTENT SERVICES: THE NEXT LEVEL FOR PATIENT-CENTERED CARE

## Taking clinical content to the next level

Optimizing clinical content and the way it's delivered to clinicians and patients is the next logical step on the road to the complete electronic health record (EHR). Integrating the right enterprise content management, enterprise imaging and mobile technology solutions into your electronic medical record (EMR) offers a comprehensive healthcare content services approach to ensure complete patient information is delivered when it's needed, where it's needed and how it's needed.

### MISSING PIECES

While the EMR is the foundation for an EHR, critical pieces are missing that could impact patient care. Even when an EMR is fully implemented, up to 80 percent of patient information lives elsewhere. That's because important unstructured content generated outside of the EMR resides in other systems or on paper — e.g., EKG results, medical images, digital photos, emails, paper forms, etc. Regrettably, because of the challenge that managing unstructured data and capturing and viewing information at the point of care presents, a great deal of vital patient information is not easily accessible.

### CREATING A COMPLETE PICTURE OF THE PATIENT EXPERIENCE

For truly patient-centered care, immediate and efficient access to comprehensive patient information is essential. Tools and technology now exist to close the content gap and create a more complete, readily accessible patient record to help clinicians provide better patient care, improve the patient experience, increase overall efficiency and help contain costs. These include:

- Enterprise content management (ECM) systems
- Enterprise imaging systems
- Mobile technology
- Specialized diagnostic solutions to digitally capture clinical images

It is possible to leverage these technologies — in combination with your organization's existing EMR, picture archiving and communication systems (PACS) and other departmental health information technology systems — to create a comprehensive picture of the patient experience. The result is a compelling solution allowing clinicians and patients to:

- Access a wide variety of disparate clinical systems
- Easily capture clinical content throughout the care delivery cycle
- Pull that information into a single interface optimized for the user and/or the care team

This approach to healthcare content services can transform patient care while leveraging your investments in current systems.

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Finding the information needed to make good clinical decisions can be frustrating and time prohibitive, especially in urgent situations. It is often faster and more efficient to just order new tests rather than search for and consolidate information, which could reside in five or six different systems or as a hard copy in a file.

With a solution that optimizes clinical content and brings all your data — including medical images, lab results and other information — together in one place, you can improve efficiency and eliminate repeat testing. The result? Better care, reduced healthcare costs and increased clinician productivity.

## WHAT TO LOOK FOR IN A COMPREHENSIVE PATIENT RECORD SOLUTION

When evaluating a solution to optimize clinical content and unify patient information, there are several points to consider:

### Robust enterprise content management system

A powerful ECM solution is central to any comprehensive record strategy. It is critical to the integration and management of the large amount of unstructured data that resides outside your EMR. At a time when healthcare providers are forced to do more with less, an ECM solution must also increase efficiency, expediting processing while improving data accuracy with business process management and automation capabilities. Your ECM solution should:

- Be proven in healthcare and include HIPAA-level security
- Easily interface with your EMR, ERP and other relevant systems
- Offer specialized healthcare-specific functionality to meet clinical as well as administrative needs across the enterprise

### A true enterprise imaging framework

The goal is to provide complete, immediate and context-appropriate unstructured patient information with a single mouse click, eliminating the need to access multiple systems. It starts by image- and video-enabling the EMR with a true enterprise imaging framework that centralizes the management, access and sharing of all types of images, regardless of format and source.

In today's fast-moving healthcare environment, clinicians don't have the time or inclination to master multiple systems. That's why the presentation of information is so important to any system's success. In order to promote use within the clinical community, your solution's user interface must be enticing and carefully designed and tested — with clinician input — so that it fits seamlessly into the clinical workflow.

When integrated with your clinical imaging system or EMR, enterprise imaging provides your clinicians and staff with the ability to view all clinical image content — including images from specialty departments such as ophthalmology, orthopedics, surgery, pathology and urology — in the context of the patient record from within those familiar systems.

The user interface/viewer should be:

- Available through the EMR or PACS so all information can be easily accessed using an application that clinicians already use
- User intuitive, requiring little or no clinician training
- Customizable by disease process, therapeutic intervention or any other specific user focus

### Mobility

Mobility is now an important consideration in every EMR optimization strategy. You need to provide a complete clinical picture no matter where the care providers are — bedside, outpatient, inpatient, office or home — or which device they're using.

Mobility is not just important for access, it also allows you to capture clinical and patient content that, until now, has stubbornly resisted automation. You can capture images, data, videos and other patient information on laptops, notebooks and smartphones and automatically integrate them into the patient record. Whether it's using electronic signature and mobile capture applications to automate registration forms or informed consents, or using the camera on a mobile device to capture a wound-care image, mobility solutions greatly extend the reach of your automated patient record.

### Improved patient-clinician communication

The immediate availability of the complete patient record can facilitate better clinician-patient collaboration. The ability to display images and text reports side by side allows clinicians to engage and educate patients in face-to-face conversations. For example, displaying X-rays and test results on a single screen can help clinicians present a cohesive story that makes sense to the patient.

## THE BENEFITS OF OPTIMIZED CLINICAL CONTENT

Optimizing clinical content and unifying patient information can yield a host of benefits to a healthcare organization.

### Enhanced clinical quality

Presenting a comprehensive picture of the patient's total healthcare experience allows clinicians to make better-informed, time-sensitive decisions about patient care. Furthermore, more accurate and complete information improves patient safety and reduces the chance of errors.

### Enriched patient experience

The patient experience impacts finances, reputation and physician satisfaction. Optimized clinical content and the integrated paperless record can improve patient satisfaction by:

- Minimizing repetition, since patients no longer have to provide the same information to multiple staff members and clinical providers

## Catalyst for achieving HIMSS Stage 7

HIMSS Analytics has devised the EMR Adoption Model (EMRAM), an eight-step process that reflects how hospitals and healthcare systems are faring in their pursuit of a paperless medical record. Reaching the top tier, Stage 7, is a very meaningful accomplishment. By June 4 of 2021, only 226 hospitals worldwide had achieved this pinnacle.<sup>1</sup>

HIMSS Stage 7 is characterized by a complete EMR; continuity of care document transactions to share data; data warehousing; and data continuity with the emergency, ambulatory and outpatient departments. Achieving Stage 7 offers hospitals a host of benefits:

- Improved process performance, quality of care and patient safety
- Elimination of the costs associated with creating and managing paper documents
- Prestige, which can be an important differentiator in marketing the hospital to patients and physicians
- Better preparation for the adoption of the HIMSS Clinical Continuity Model

Achieving Stage 7 can bolster financial performance as well. Data shows that in 2015, Stage 7 hospitals had a profit margin of nearly eight percent, while Stage 0 hospitals operated at less than three percent.<sup>2</sup> In addition, hospitals achieving higher EMRAM stages can benefit with higher bond ratings, which could mean millions of dollars in savings in financing large building projects. According to John Daniels, vice president, Strategic Relations at HIMSS, financial analysts “use EMRAM as a reflection of good vision, execution and commitment to excellence.”<sup>3</sup>

Optimizing clinical content can be invaluable in helping hospitals reach Stage 7. According to officials at HIMSS Analytics, the most common reason healthcare organizations were not validated for Stage 7 on the first validation visit is because their clinically relevant paper documents are not dependably scanned within 24 hours of creation. By adopting a strategy that integrates enterprise content management, mobile technology for on-the spot capture of forms, and interfaces to capture documents and images directly from hospital systems, clinical information that historically was on paper is now available immediately in the clinical record.

### References:

1. <https://www.himssanalytics.org/stage-6-7-achievement>
2. HIMSS Analytics.
3. 2014 Government Health IT Conference presentation, “Does EMR Adoption Create Value? You Decide,” John H. Daniels, Vice President, Strategic Relations, HIMSS.

- Improving workflow, which means fewer delays for the patient
- Improving patient-physician communication at the point of care
- Increasing transparency, since patients can access medical record content securely through PCs, notebooks and mobile devices

## Increased efficiency

A comprehensive patient record eliminates the need for clinicians to jump from system to system and decreases the time spent finding and compiling information. This results in more time to spend with patients. In addition, electronically capturing signatures, images and other unstructured data as part of the clinical workflow streamlines processing and makes data immediately available for patient care and other downstream systems that are critical to sustaining both patient health and a hospital’s financial health.

## Reduced costs and increased revenue

A comprehensive electronic patient record reduces costs by:

- Eliminating the expense associated with printing, scanning and filing paper records
- Reducing the time spent searching for missing information
- Minimizing the need for diagnostic retesting

In addition, automated healthcare forms, eSignature and mobile technology help ensure that complete and correct information is immediately available to back-end financial and billing systems, which results in faster claims processing, fewer denied claims and reduced accounts receivable time.

## CONCLUSION

Healthcare content services utilizes best-of-breed solutions to create a comprehensive patient record and make it readily available across the healthcare delivery spectrum. By integrating enterprise content management, enterprise imaging, mobile technology and low-cost image capture tools with your EMR, PACS and existing HIM systems, you can cost-effectively fill in the missing pieces of the patient information puzzle to create a complete patient record — including medical images and other unstructured data. Delivering this critical information where, when and how it’s needed optimizes clinical care, improves efficiency and enhances the patient experience, benefitting patients, clinicians and your health system.

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