Best Practices to Leverage Technology to Improve ROI

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Best Practices to Leverage Technology to Improve ROI

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About the Presenter

Jared Vishney
Founder

- 30 years of high-technology, product development, marketing and business development experience
- Launched and managed multiple successful domestic & international products
- Dual Economics/Business Degree
  University of California, Los Angeles
- Fluent in German
Objectives

- Explore ways to leverage technology to meet the changing needs of the community served to prevent service gaps and improve the ROI experience.
  - Current legal, cultural and technology environment
  - Lessons learned
  - Potential pitfalls in the new landscape
  - Improving the release of information experience

ROI is a Tough Customer Service Process

- HIM’s critical touch point with the public
- For requestors it can be frustrating and emotional
- For many facilities request processing is a manual, paper-based, error-prone and time-consuming process
- Requests must be tracked and managed
- Must comply with privacy laws
- Mistakes can result in monetary penalties & more work
Legal Environment

- HIPAA & HITECH Act give patient all the rights
- All responsibility and liability rests solely with healthcare provider & business associates
- Must deliver PHI in electronic format when requested
- Data must be protected at all times—at rest and in transit
  – Encryption technology is critical

Legal mandate promoting electronic files and data sharing

Cultural Environment

- Trust for Online Services—shopping, banking, etc...
- Consumers demand self-service options—go online first
- Consumption of Digital Goods—games, music, movies, etc...
- Expectation of immediacy—want it now, digital or next day delivery

The self-service revolution is real: consumers demand it, look for, and expect, self-service as an ‘essential convenience’ that improves their overall experience.
Technology Environment

• US Internet Penetration Rate at 91%
  – More than 9 in 10 households access the internet via home service or smartphone
• US Smartphone Adoption Rates at 80%
  – By 2020 92.8% of the US population will have a smartphone

_Distribution platform in the United States for electronic goods and services is nearly ubiquitous._

So why does ROI still use paper forms?

The request process (placing an order) still uses paper. Paper based processes are inefficient and error prone.

<table>
<thead>
<tr>
<th>Request Submission</th>
<th>Request Format</th>
<th>Management and Tracking</th>
<th>Record Storage and Retrieval</th>
<th>Delivery Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>• Paper Forms (Fax, Mail, Pickup, Download)</td>
<td>• Paper Request • Scanning • Data Entry • Phone calls for status updates</td>
<td>• EMR/EHR • Document Management System</td>
<td>• Paper • DISC • USB drive (picked up or mailed)</td>
</tr>
<tr>
<td>New Environment</td>
<td>• Fillable Forms Online Submission</td>
<td>• Information is already in ROI system • Automated updates</td>
<td>• EMR/HER Document Management System</td>
<td>• Secure eMail • Secure File Transfer</td>
</tr>
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Pitfalls in the New Landscape

• Self service does not mean no service
  – Resources are needed for questions & issues
• Technology is constantly changing
  – DVD/CD Disc drives face extinction
  – USB thumb drives and file transfer are the future
• Electronic File Delivery
  – Regular email is not sufficient
  – Tracking and delivery confirmation required for electronic files
• Consumers want PHI in their own possession
  – Google Health and Microsoft HealthVault both shut down

Improving the process

• Patient portal with complete records—not subsets
• Website with information about the request process
  – Must factor in mobile devices and tablets
• Forms—printable and preferable fillable
• Online request ordering/submission process
  – Automated emails updates regarding request status
  – Reduce telephone calls
  – Can improve ROI productivity by 36%
• Secure Electronic File Delivery
Summary

- ROI is a tough customer service process
- There have been lots of changes over the last few years in the following areas (some positive/some negative):
  - Legal
  - Cultural
  - Technology
- Take these thing into account for your ROI process
- Use technology to make things easier and improve the overall experience for everyone
- Do not simply shift work, think about reducing the work

Question & Answer

- Due to the limited time, we are happy to answer questions after the session.
- We are also available in the Arctrieval booth #412 for more information