

Information Agility in Health Care: Enterprise Content Management

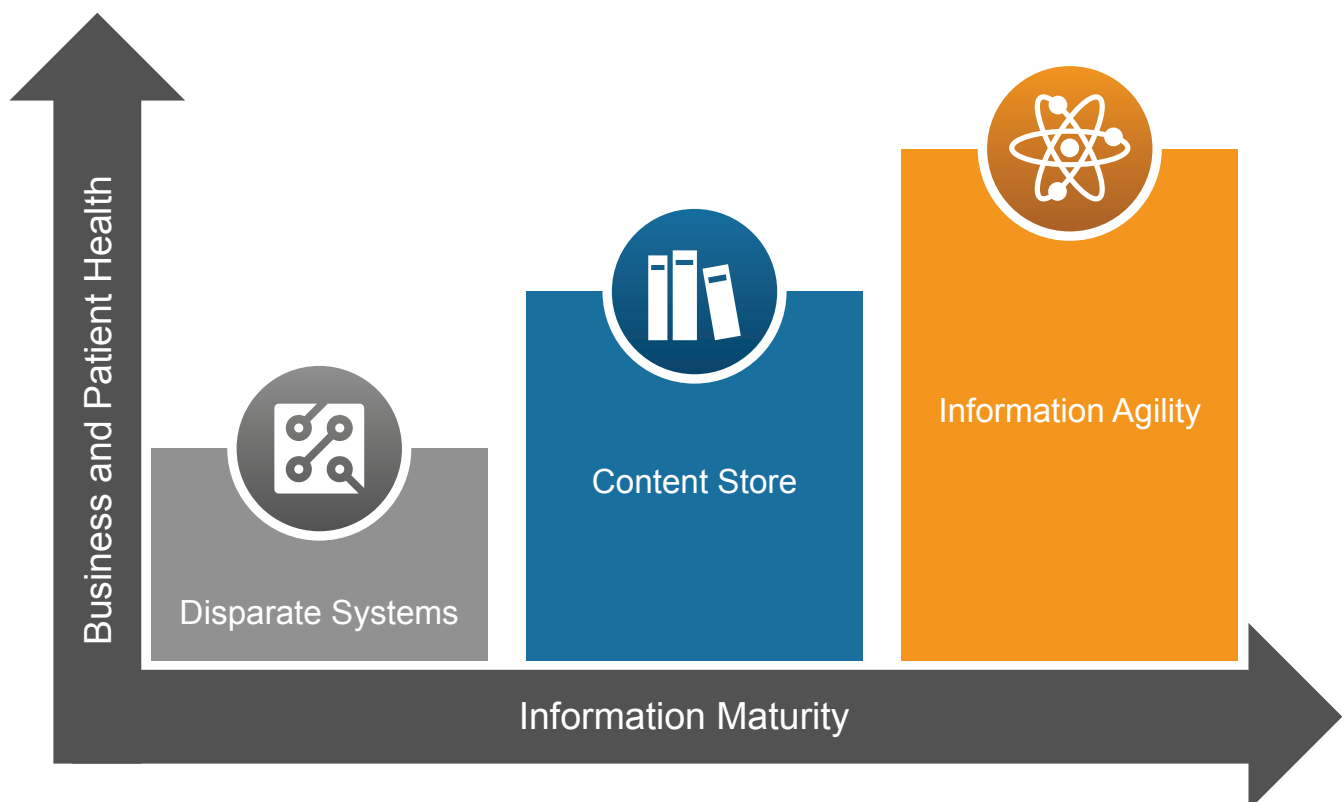
In recent years, the business of health care has become a competitive, tight marketplace. No longer are insurance companies covering the breadth and range of services that once generated significant revenues for hospitals. Given the impact of the Affordable Care Act, Accountable Care Organizations and Medicaid/Medicare reimbursement environments

of today, hospitals are forced to scrutinize decisions regarding the provision of care services, purchases, workflow, hiring—basically, any and all expenditures.

In fact, as hospitals are compressed down to a 1.5% margin,¹ CIOs, CFOs and CMIOs must weigh the validity of purchases primarily on their ability to achieve elimination of costs. The implications are

significant: it is projected that one in seven hospitals will be forced to close its doors within the next several years.² So as decision-makers face information technology (IT) and capital purchases, they must consider the impact on meeting that 1.5% margin. Unfortunately, as it stands, 87% of hospitals are not meeting their transformative goals.² Cost models of today's market are

Your Information Strategy



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having a huge impact on hospitals' bottom line, bringing information agility into the forefront as a way to achieve operational efficiency.

Data decisions

In many cases, content management in health care was born in the ROI-focused health information management (HIM) department. As technology matured, HIM leaders perfected their skills and expertise as the legal custodians of the legal health

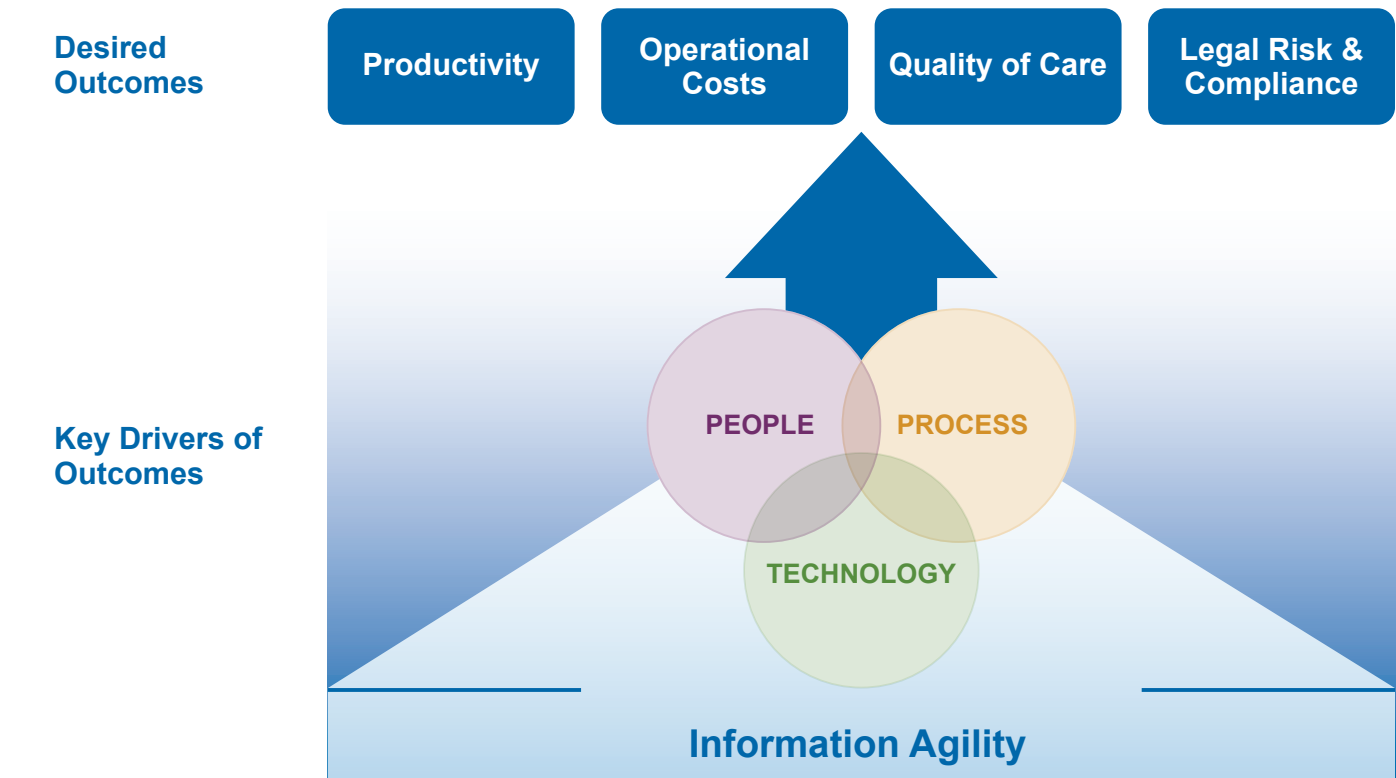
record defined for disclosure. However, what is clear today is a need for enterprise content management beyond HIM but with a full enterprise strategy view.

To this end, many health care CIOs are facing an issue born out of necessity where content management solutions represent fragmented strategies carried out by disparate departments. These departments seek to overcome their burgeoning needs

for content management and look to solve those needs within their department, overlooking the needs of other departments within the enterprise.

But for an organization to achieve true information agility, decision-makers must take a wide-reaching, long-term view of managing its electronic and digital assets across the entire health care enterprise. In fact, a true enterprise-wide content management system complements

The Key to Surviving and Thriving Will Be Information Agility



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an organization's electronic health record (EHR) investment and focuses on the future—a truly integrated business workflow solution that complements clinical advances to enable the best patient care experience possible, all while helping to minimize expense, streamline workflows and improve upon operational efficiency for knowledge workers.

The inaccessibility of information: HIM and much more

Information agility across the enterprise is defined not only by managing data quickly and effectively, but also by having the information available to the right people when they need it. True savings primarily materialize in this very process improvement. Knowledge workers face numerous hurdles in both ascertaining and using the information they seek. Consider the inefficiencies regarding worker time and energy when sharing information via fax machine or interoffice mail, the frustration of lost and misfiled documents that must be sought or recreated, and the enormous costs of storing massive amounts of paper files. These files also happen to be single-user dependent, meaning that numerous stopgaps occur over days, weeks and even months without the ability of simultaneous information review.

Consider the Costs

- The average manager spends three to four hours weekly looking for misfiled paper³
- Document costs: \$20 to file a single document; \$120 for labor to find a misfiled document; \$220 total expenses to recreate a lost document³
- The typical hospital organization or enterprise of 600 knowledge workers incurs \$1.3M to \$1.8M in annual expense to manage paper documentation³

Consider, alternatively, the implications of implementing a successful, streamlined health information management digital content solution:

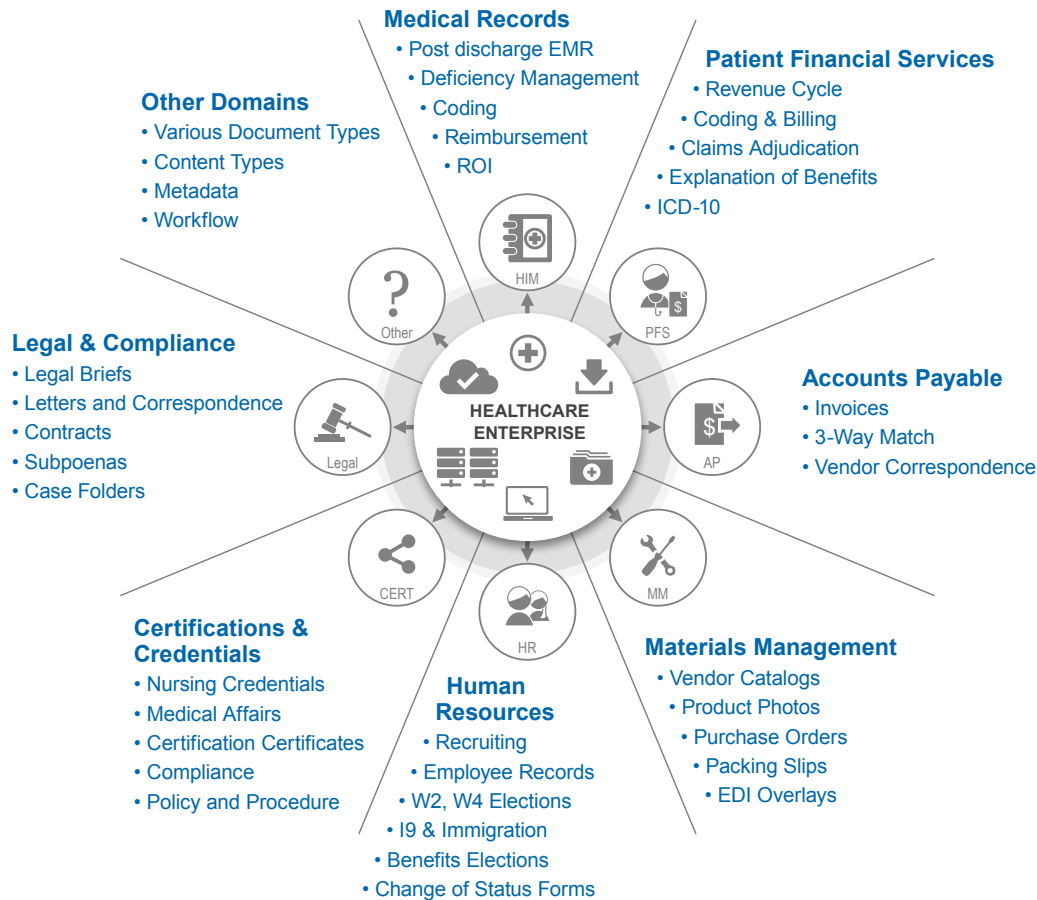
- Decrease time of chart completion, which helps improve physician productivity and satisfaction, allowing more time for patient care while helping to increase efficiency in patient billing;
- Adapt system parameters for optimal performance for any department within the healthcare enterprise by defining its content, its index values and the manner in which the content life-cycle is managed;
- Optimize your department by streamlining your processes through workflow automation that helps improve upon data access in the completion of tasks.

An integrated solution

Various EHR and IT vendors have spent the last decade or more trying to solve HIM's most challenging issues, from patient charting to reimbursement revenue. Yet hospitals are reminded on a daily basis that paper-based inefficiencies reach well beyond patient information, from human resources (HR) to accounts payable (AP) to materials management (MM), to physician and non-physician credentialing, and beyond (see graphic). A content management solution that enables all of these departments to customize a data retrieval and display strategy according to their specific wants and needs is the path to true information agility.

Eliminating all paper—as well as retrieval costs for finding and transmitting the data—is the only path that may deliver true departmental integration, and therefore efficiency, across an entire hospital or health system.

What Is Content Management?



The boon of an enterprise-wide content management system is that all of this content resides in the store regardless of the context, metadata or department where it originated. By housing all of the information in a single store, the content can be shared but safely so, with the appropriate securities and permissions in place as the information demands. Content enabled vertical applications (CEVA) integrate key data points as contexts are established according to hospital- and department-specific workflow demands. So

each disparate department, such as AP or legal, for example, defines its own content, and establishes access parameters, the specifics of approval processes and various other conditions that determine how the information should flow through the organization.

A market-driven content management solution, called OneContent™, is essentially comprised of an open-ended tool box for configuration as domain spaces see fit. Effective document management systems

solutions provide hospitals with an in-depth road map for the way hospital data can flow. While this data certainly includes patient information, considering the total repository of hospital information across all departments is critical as health systems fight to boost that bottom line.

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The big picture

In recent years, CIOs have invested substantially in the digital management of patient information, with the goal of securing a sound and forward-thinking EMR strategy. A solution to achieve information agility not only helps enhance that strategy and supports the EMR investment, it integrates with the entire enterprise, streamlining digital data management and access throughout the life of the organization.

Likewise from a total cost of ownership perspective, digitizing and classifying hospital-wide data streamlines both hardware and software processes at the administrative levels. Instead of working with numerous vendors and levels of management through one's own health system, the single administrative layer of an enterprise-wide content management system helps users centralize and simplify the way data is managed. Essentially, massive blocks of time may be recovered from managers' schedules, enabling

a rediscovery of strategic tasks and duties that better support organizational growth.

The OneContent solution, built on HTML5, is a completely browser-based system that is simple to set up and can run on any Internet-enabled device. While standard client/server side content applications often face setup and integration challenges, OneContent offers a flexible, intuitive solution that helps ease user setup, customization and workflow improvement and enables smooth and simultaneous decision-making.

Hospitals investing in a true content marketplace system may realize the strategic potential of this critical step of development. Having the ability to parallel process information via access and utilization to key business data points can positively affect information tracking tasks and workflow/ work queues. The ability to respond immediately to rapidly changing market demands with real-time intelligence enables hospitals to react to rapidly

occurring business events, focus attention on the most impactful business problems, and manage human resource duties to help facilitate workflow fulfillment. Likewise as content is consolidated into one centralized system, communication may be improved while governance, security and tracking goals are sought.

By connecting the right content with the right users at the right time, an enterprise-wide content management system is the premier solution for managing both data and organizational growth. Information agility, once a dream for the future, is now a reality.

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