



Case Study:

ENHANCE CONSISTENCY AND STAFF VALUE WITH AUTO-INDEXING

■ HOW PREFERRED PRIMARY CARE PHYSICIANS BREATHED NEW LIFE INTO THE CAREER OF ITS MORE EXPERIENCED EMPLOYEES

Preferred Primary Care Physicians is the largest independently owned primary care group in southwestern Pennsylvania. PPCP's leadership was tasked with finding a way to centralize its document scanning operations while maintaining consistency throughout the organization. By embracing automated indexing, PPCP found the consistency it was looking for along with the added benefit of re-energizing and extending the careers of those employees who were nearing retirement.



ABOUT PPCP

A COMMITMENT TO PATIENT CARE LEADS TO RECORD GROWTH

Founded in 1995 by 10 primary care physicians in the South Hills of Pittsburgh, PPCP's dedication to providing the highest quality care possible to the patients that it served led to record expansion. Today, PPCP boasts 41 board-certified physicians in 25 locations, along with multiple outpatient centers for cardiac testing, sleep disorders, and physical therapy. In addition, PPCP formed the first Accountable Care Organization (ACO) in Western Pennsylvania for participation in the Medicare Shared Savings Program (USSP).

Always keeping the focus on providing superior patient care, PPCP developed quality improvement programs to enhance the patient experience, participated in research studies to advance primary care practice and implemented electronic medical records well before most other practices in the community.

THE CHALLENGE

VALIDATING QUALITY MEASURES WITHOUT DEDICATED SCANNERS IN A MULTIPLE OFFICE ENVIRONMENT

While PPCP's expansion gave it the ability to offer quality care to more of the Pittsburgh and Uniontown patient population, it created a huge consistency challenge for the group. With the transition to Meaningful Use along with its payers requiring quality measures be met, PPCP needed a way to ensure it could validate those measures.

"We're part of an ACO, and our payers changed the payment model, so you have to meet certain quality measures. With the decentralized solution we had in place, we did not have control over how people coded documents and entered observations. We were finding it difficult to validate those measures," said Ted Davidson, director of IT.

With only 3 of their 23 offices employing a dedicated scanner, the majority of PPCP's document scanning was left up to whoever happened to be available at the time. This led to errors in document scanning and labeling, along with difficulty running reports.

Adding to the challenges, PPCP was facing the fact that each office was using a standalone indexing solution. This created a lack of consistency and standards for the organization, something that made it impossible for PPCP to ensure it was meeting all of the requirements for Meaningful Use as well as its payers' quality measures.

THE SOLUTION

CENTRALIZED SCANNING AND CONSISTENT INDEXING

PPCP's leadership knew it was time for a change and immediately embraced InDxLogic's Enterprise Document Management and Auto-Indexing System. For PPCP, it was not about decreasing staffing needs for document indexing; it was about using the people already on staff more strategically.

Since only three offices had dedicated scanners and the other offices were using medical assistants as they were available, centralizing scanning allowed PPCP to focus its medical assistants on the job they do best, assisting in patient care.

"By centralizing, we took two of the three people and relocated them to our centralized office while the third full-time person stayed at their office and just focused on their documents," Davidson said. "They had a process that worked; it's a very good office, and they're very efficient. They wanted to keep that."

This allowed PPCP to go from multiple people scanning at each of its 23 locations to just five scanners at the central office.

PPCP also needed one person to spearhead its transition to automated indexing while ensuring document conventions were consistent. For this important job, Davidson chose Beverly Canello, a former medical assistant and full-time scanner at PPCP for almost 13 years.

Yet at 65, Canello was, as she puts it, "Coasting down that other side of the hill into retirement."

But Davidson knew it was her years of experience, both clinically and in the back office, that made her perfectly suited for the position.

"She had 13 years of knowledge on how these documents needed to go in the system," Davidson said. "She'd seen hundreds of thousands of documents, and she was very fast at identifying all of the pertinent information, coding the documents, and getting them into the system. When I found the InDxLogic tool, I immediately said 'She is the person that needs to do the setup and be the SuperUser because she knows how these documents need to go into the system.'"

Canello did face challenges initially, not being a technology focused person. However, Davidson wasn't swayed from his choice.

"I can train somebody on the technology side," he said. "That's the easy part. The hard part is the knowledge of the documents. It was just a matter of teaching her how to use the technology to capture the knowledge that she already had."



THE RESULTS

AN UNEXPECTED BENEFIT

Not only has InDxLogic's automated indexing solution dramatically eased the burden of validating PCPP's quality measures, thanks to the increased consistency and standardization the practice has experienced, it's also breathed new life into the careers of PPCP's employees nearing retirement, like Canello.

"It has been wonderful," she said. "Along comes this great opportunity for me, and it just changed my whole life. It's given me a whole new perspective."

Davidson agrees. With the old solution, he feels that Canello's knowledge and abilities were simply not being used to their full potential.

"A year ago, she was just trying to put her time in and then retire. She saw no mobility in her position," he said.

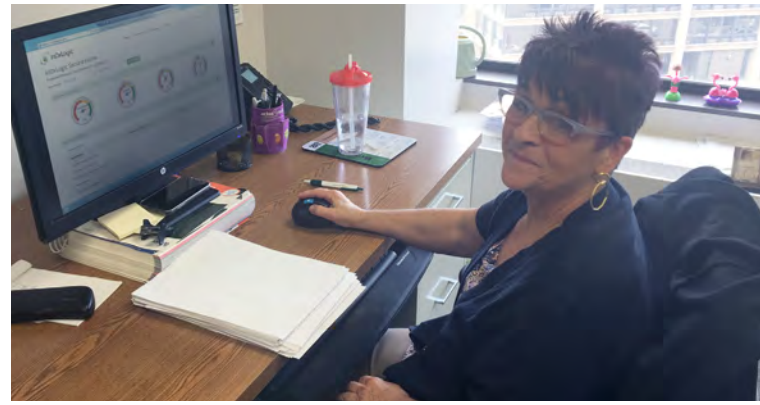
As Canello said, her previous role was "like watching paint dry. There wasn't any stress involved, but little did I know that my brain was pretty much stagnant at that time."

Now, she wouldn't go back for anything.

"I recommended people my age go out, learn something new and take on a challenge," she said, "InDxLogic has been wonderful. They were very patient."

Canello is not the only older employee that has benefitted from PPCP's transition to automated indexing.

"I have another lady that came from one of the other offices who is 64," Davidson said. "I also have someone who's 72 and another who's 55."



Beverly Canello, InDxLogic Super User



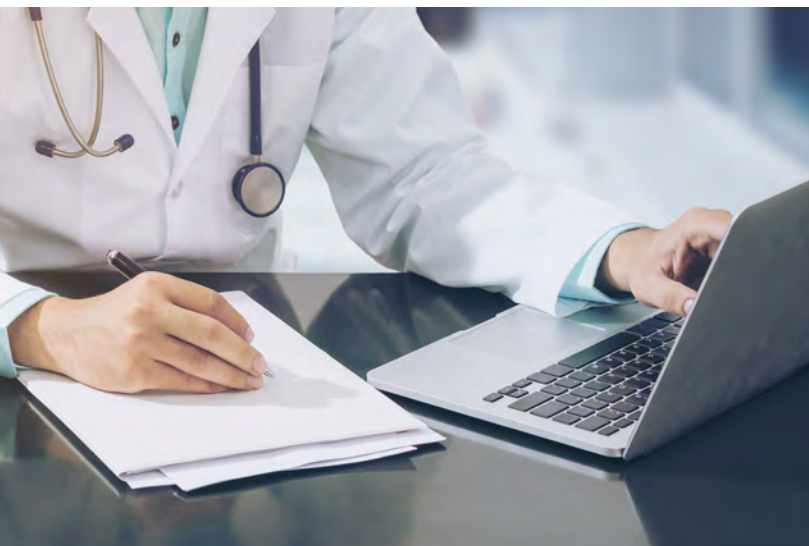
The Scanning Team

From Left to Right: Beverly, Laverne, Eileen, Regina, Kristina

IMPLICATIONS

PPCP has realized real value by not only centralizing its scanning but also extending the career of these employees.

"We want to create a work environment where people feel like they're contributing to the overall success of the organization," Davidson says, "People may trivialize that all you're doing is scanning documents. Well, that's true, but it's the results that you're providing to the doctor on a rapid basis that allow the doctor to provide the best care for the patients. That's important."



COMPANY

With more than half a century of combined experience, InDxLogic partners with you to provide innovative solutions for document indexing, data extraction and HIM tasks.

EXPERIENCED SUPPORT

Our trained support representatives provide outstanding customer support. We are committed to your success, providing our partners ongoing project management, implementation management and training, enabling you to get the most out of your InDxLogic services and software.

SECURITY

InDxLogic uses Secure Socket Layer (SSL) technology for mutual authentication, data encryption and data integrity. SSL is the industry standard security protocol to encode sensitive data, such as health and financial information.

LOCAL AND REMOTE REDUNDANCY

InDxLogic provides Day Forward™ secure off-site redundant data archive, so that in the unlikely event of a failure of the local enterprise server, the back-up document will be available along with the most recent production data.

ACCESS AND EVENT MONITORING

InDxLogic tools include long-term event and a login access logging system. The InDxLogic system adheres to demands of regulatory compliance requirements like HIPAA, SOX, GLBA, and PCI.

EXCELLENCE IN SERVICE, SOFTWARE AND SUPPORT

InDxLogic provides innovative software and services combined with full deployment and informatics support to help you offer the quality of care your patients expect. With InDxLogic software and services, you can customize how your enterprise handles your valuable incoming clinical messages as documents. You will be able to seamlessly communicate with your clinic and enterprise information systems, greatly reducing the potential for error through manual data entry and indexing. InDxLogic will make your clinic more efficient and productive.

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