

How a Major Health System Uses Real-Time Intelligence to Improve Care

Amazon Web Services (AWS) and hc1 help North Memorial Health eliminate data silos and drive better decisions for patients

North Memorial Health is a health care system based in Minnesota whose locations include a Level 1 Trauma Care hospital. The hospital's laboratory performs over 1.6 million tests annually across multiple subject areas, including molecular and cytology screenings. No stranger to an abundance of data, North Memorial's leaders knew that in order to eliminate waste while providing the highest level of patient care, they needed to find more efficient ways to unify and easily access information in order to drive informed decisions.

In the past, North Memorial used four different IT systems to track and manage patient interactions. Unfortunately, these systems created vast data silos that left multiple departments unable to identify the root cause of repeating issues. These fragmented systems housed static data, which left North Memorial without real-time insight into situations in which more recent data would offer actionable insight. The combination of disjointed IT systems and a lack of real-time data resulted in many people working on the same issues at the same time with little to no coordination. Inevitably, physician clients felt the impact of these challenges and service began to suffer.

"We knew issues were happening but had difficulty pinpointing the root cause," says Bobbi Kochevar, Director of Diagnostic Services for North Memorial.

Why hc1

North Memorial selected hc1 with the goals of replacing data silos with real-time business intelligence and a framework for staff to immediately drive change based on findings and trends. The initial engagement began in 2013 when North Memorial decided to leverage the hc1 platform, built on AWS, to make progress on important service initiatives by consolidating all patient, provider, clinical, and business data in one place.

After all data had been consolidated on the hc1 platform, North Memorial engaged with hc1 to launch its test utilization initiative. The hospital's laboratory was an area of particular focus as North Memorial grew. Their leadership understood the need to rein in utilization by mapping the appropriate test to the right individual while also remaining conscious of test reimbursements. With a clear framework to communicate and collaborate, the platform was a clear fit to enable the organization to tackle its utilization goals.

Within days of activation, the hc1 platform enabled North Memorial to identify exactly where to focus, to drive the right actions, and to improve patient care. Using real-time insight gleaned from hc1, today North Memorial is able to ensure they are delivering the right test to the right patient and at the right time. They are able to instantly assess overall utilization and test reimbursement patterns

Challenge

A healthcare organization that includes a Trauma 1 hospital sought to eliminate data silos and obtain better insights into ways to improve patient care.

Solution

The organization chose hc1 because of its combination of a healthcare-specific customer relationship management (CRM) and real-time HIPAA-compliant business intelligence platform.

Results

With hc1 and AWS, the organization has made a measurable impact upon its utilization initiatives by gaining real-time, actionable insight from its data.

Benefits of hc1's Healthcare Relationship Management Platform, built on AWS:

A real-time, 360-degree view of integrated clinical and business data is the foundation for impacting important initiatives related to quality, test and blood utilization, and care coordination.

hc1's healthcare relationship management platform helps healthcare organizations:

- Integrate clinical and business intelligence into a comprehensive view.
- Eliminate data silos and resource waste.
- Confidently make decisions across departments.
- Deliver the highest level of patient care.

and benchmarks via up-to-the moment dashboards. By using hc1 as a central place for North Memorial staff to interact, feedback is then instantly delivered to physicians regarding ordering practices. The impact of this feedback is now readily evident as behaviors change over time.

hc1: Built on AWS

By leveraging AWS, hc1 helps healthcare organizations around the world to power outreach, service, operations, and care delivery teams through holistic relationship profiles and workflow automation. Together, hc1 and AWS:

- Streamline data unification across silos.
- Free up organizational resources to focus on other IT functions.
- Deliver highly reliable availability for critical business systems.
- Scale new solutions without cap-ex investments.
- Efficiently respond to market and regulatory trends that drive healthcare IT projects.
- Scale enterprise IT initiatives without sacrificing security or HIPAA compliance.

The results: lower costs, better care

Within just ten days of the first activation of hc1 in 2013, North Memorial was able to leverage hc1 to save a major account. Since that initial success, North Memorial has used hc1 to manage utilization and high-cost testing issues. North Memorial achieved a 50% reduction in high-cost unreimbursed test ordering by gaining a real-time view of physician ordering patterns. The organization was also able to generate a 127% increase in Total T4 testing over T3 testing. The T3 test, which had been proven obsolete, was nevertheless being prescribed by doctors unaware of new recommendations for thyroid testing protocols. This improvement has had a direct impact on the quality of patient care, leading to more accurate diagnoses and follow-up care for North Memorial patients.

“The healthcare industry is shifting from a volume to value-based payment model, so there are economic incentives to drive efficiencies into patient, provider, and payer behaviors,” explains Michele Koester, Core Lab Operations Supervisor for North Memorial Health. “To do this, we devised a test utilization program that delivers cost savings and better customer service.

“By using hc1, North Memorial now has a platform that gives us a real-time view of physician ordering patterns, as well as insight that helps us better serve and retain our clients,” Koester continues. “Before, North Memorial manually pulled analytics from multiple systems, resulting in strained resources, outdated results, and diminished service.”



RIGHT PATIENT.
RIGHT TEST.
RIGHT PRESCRIPTION.®

Features of the hc1 Platform

Healthcare CRM

Combine real-time clinical and business data to confidently take action.

Process Automation

Automatically send alerts, reminders, messages, or tasks to key stakeholders.

Collaboration

Keep every department accountable — turn issues into actionable tasks.

Live Analytics

Visualize data in real-time dashboards for an instant view of performance.

“Using hc1, our team has ultimately achieved stronger retention and increased growth by creating a more transparent culture.”

Michele Koester

Core Lab Operations Supervisor for North Memorial Health

hc1 enables North Memorial Health to:

- Facilitate organized, enhanced communication across departments.
- Provide faster issue resolution and greater client satisfaction.
- Gain greater visibility into client issues.
- Proactively identify trends to uncover more meaningful, actionable data.
- Access a real-time, transparent view of ordering patterns and benchmarks.

With hc1, North Memorial Health has made a measurable impact upon its utilization initiatives by eliminating data silos, ultimately resulting in better patient care with more accurate diagnoses—the true test of value in the modern healthcare system.



ABOUT HC1

The hc1 healthcare relationship management platform on AWS unlocks answers that solve critical healthcare challenges. The insight offered by unifying transactional, clinical, financial, and other business data at the provider and patient level drives better operations and patient care. Thousands of medical labs, hospitals, and post acute care organizations rely on the business intelligence gleaned from hc1 Analytics to solve complex service and relationship problems including readmission reduction, referral management, and test utilization. The hc1 platform is HIPAA-compliant and is built from the ground up to meet the specific needs of healthcare organizations. Learn more about hc1 at www.hc1.com.