CASE STUDY

Greenway Health provides an excellent patient experience through a patient portal enabled by VisionWare's next generation EMPI solution

About Greenway Health

Improving health is at the heart of Greenway Health's work. Greenway connects providers to the right information and insights, at the right place and time, so they can make patient-driven care a reality while navigating the ever-changing healthcare system.

Greenway is focused on exceptional service, delivered by a broad team of clinical, financial and technology experts dedicated to innovations that keep people healthier and happier. A major player in the ambulatory HIT market, Greenway partners with over 10,000 organizations and 75,000 progressive providers across more than 40 specialties, which translates into more than 100 million lives that are touched by Greenway solutions.

All of Greenway Health's solutions and services are designed to meet the companywide goals of serving physicians, connecting the industry and empowering better care.

Summary

Greenway Health enhances the patient experience with VisionWare's next generation EMPI, which is embedded in Greenway Patient Portal and is used to provide patients with single sign-on access across practices they use.

VisionWare's EMPI ensures the correct identification of patients across different practices and EHRs while avoiding the creation of duplicates within a practice.

The challenge

As part of Greenway Health's patient engagement strategy, it was determined that a patient portal that worked across multiple practices was needed to address emerging consumer expectations of having a central place to manage their health and the patient outreach tools needed by providers.

With the healthcare market moving from fee for service to value based reimbursement models, it is critically important to be able to identify a population of patients within a community that are at the highest risk. To improve the care of these high-risk patients, it is important to give them visibility to their medical records, lab results, and care plans so they are knowledgeable and empowered to take the necessary steps to improve their health.

It was also important that the Greenway Health Patient Portal could serve a wider community. In order to serve that community, being able to identify one patient across multiple different practices/specialties was a very important part of the functionality.

"We had seen an increase in demand from Providers to engage with patients electronically online and it soon became clear that a single view of the patient was required and that avoiding and reducing duplicates was a key part of the requirement" said Mark Janiszewski, Product Management Executive at Greenway Health.

The solution

Greenway Health identified the need to build a patient portal solution for access to medical records and to avoid the creation of duplicates (or triplicates) across EHRs. EMPI was a well-recognized term, concept and capability within healthcare and large healthcare systems have been utilizing EMPI for years. Greenway Health sought to find a next generation EMPI solution that could work with the Greenway Health vision of building a patient portal by creating a single view of the patient as well as integrate into a Greenway Health product matrix and technology stack in a non-disruptive fashion in support of the existing provider client base.

"We chose VisionWare as it provided a single instance that could be hosted in the cloud, that would be high performing and scalable. A key selection criteria was it had to be intuitively usable by the development team supporting the infrastructure, and as it was not their core function it had to be an easy to use tool for set up, updating and configuration" commented Mark Janiszewski.

The results

There are over 12 million people currently in the EMPI, thousands of users have registered on more than one practice's portal and have single sign-on access to as many as four practices.

Greenway worked closely with VisionWare consultants to determine the best approach to automating the identification and merging of two records representing the same person.

"Greenway Health identified the importance of treating patients at a community level. As practices partner, merge, or form networks, we wanted the solution to appeal at the community level as well as the practice level. This is important functionality that the VisionWare EMPI solution caters to" concluded Mark Janiszewski.

About VisionWare for Healthcare
VisionWare is a leading provider of Patient Identification and Matching, Provider Directory and Master Data Management solutions to the healthcare, public sector and financial services market. Our technology enables organizations to break down data silos by creating a single, complete view of any data entity across the enterprise. Enabling this 'single view of the truth' is an essential prerequisite to leverage the benefits of a data driven business, including improved customer engagement and operational efficiency, as well as reduced reputational and regulatory risk. Founded in 1993, VisionWare has headquarters in Glasgow, Scotland and Newton, Massachusetts.