

VisionWare
A Civica Group Company

 **VERINOVUM**

CASE STUDY:

VisionWare's MultiVue Supports Verinovum as they Deliver Data Enrichment and Integration to ACO, CIN, and Payer Customers

Facilitating Data Enrichment with MDM



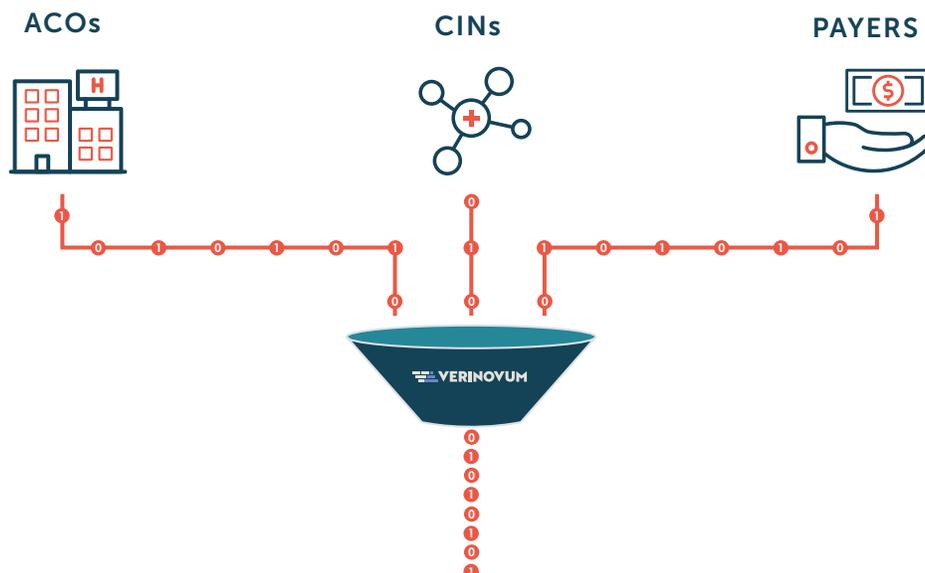
Verinovum is a healthcare technology company that provides its ACO, CIN, and payer customers with clinical and claims data Integration, curation, and enrichment. They collect patient and member data from their customers, curate the data, and return it to the customers in the form of clean, actionable information.

Verinovum processed more than 1.2 billion messages over the last year. They support five different US regions, curating and enriching data for more than 10 million patients lives in all, spanning more than 3,000 clinical facilities across the country.

Significant growth and the onboarding of new business saw the volume and velocity of data exchange grow exponentially through 2016 and into 2017. At the same time, Verinovum began the search for a Master Data Management (MDM) solution that could offer the speed of delivery their customers expected, as well as a collaborative approach to patient record matching and merging. Based on past experiences, they placed a high degree of importance on transparency into how the rules engine operated and was configured for each customer. They signed on with VisionWare in April, 2017.

“Our job is to deliver usable data to our customers, and we understand that if the data we’re starting with is fragmented and full of duplicate or incomplete patient or member records, then the information we push back out to our customers won’t be of the quality they need and expect,” says Ryan Campbell, Chief Strategy and Information Officer at Verinovum. “We’ve used several EMPI solutions for matching and merging in the past, but only VisionWare’s MultiVue has been able to keep up with our customers.”

Verinovum uses MultiVue, VisionWare’s MDM solution, to match and merge the incoming patient identities from all its customers—creating a complete, “golden record” of each patient or member—before running the data through Verinovum’s Data Enrichment and Interchange Platform-as-a-Service (PaaS) and returning it back to customers.



Transparency, Autonomy, and Speed are Key



“What drew us to VisionWare was the speed at which it processed, its ability to integrate into our system, and the transparency and autonomy of the match rules,” says Campbell.

Each individual hospital, payer, or ACO that delivers data to Verinovum may use a different EHR and may have a different way to determine a unique patient or member identifier.

Verinovum needs to take information from all the different systems, curate the data, and create its own patient identifier for each record. There may be duplicate records within a single hospital, as well as duplicates across customers—that is, the Kelley Smith in one hospital’s records might be the same Kelley Smith that a payer or ACO system has on file. The only way to sort through patient identity to support data enrichment is through the use of MultiVue.

“VisionWare’s ultimate goal is to empower our customers with the knowledge and confidence to use our solutions autonomously. VisionWare’s solutions are designed to be intuitive, so that anyone can use the system to match and merge data, find the information they need, and use that information to make strategic business decisions,” says Gordon Cooper, Founder & CEO of VisionWare.

“MultiVue has a simple interface that allows our clients to make matching decisions and remediate issues as they come up, without being dependent on VisionWare after implementation. This enables our customers to work efficiently and keep their businesses running smoothly,” confirms Campbell.

Speed—both of implementation and of delivering matches every day—has also been an important factor for Verinovum’s customers. “We’re finding that matching projects that may have taken weeks or months with other solutions take only days with VisionWare, while using up the same human resources,” says Campbell. “MultiVue helped us reduce about one million records down to 80,000 in one week through effective patient matching and merging. The last mile is always the hardest, but VisionWare allows us to get there quickly. The remediation workflow is the strength of MultiVue.”

Achieving Goals Across the Industry



Regardless what category Verinovum’s customers fall into—be it ACO, CIN, payer, or HIE—Verinovum’s MultiVue is a crucial part of delivering back usable, actionable data.

“There are so many places where the data just wouldn’t be actionable without MultiVue identity resolution,” says Campbell. “For example, ER doctors need this complete view because they don’t see the same patients on a regular basis, so this allows them a wider perspective on what is going on with the patient. First responders need it for the same reason. And it helps care managers see what

patients have been experiencing in several different care settings. It's all about care coordination and having the right information at any point of care."

Beyond this, Verinovum's customers can choose to take the information they get from VisionWare one step further. First and foremost, Verinovum provides information on what record overlays (where two records were merged into one as the same person but are actually different individuals) VisionWare may have found. This gives the end customers the opportunity to go back to the original sources they received their data from, such as different departments within a hospital or within a payer organization, and identify and solve these issues at the origin site, if they choose to do so.

Additionally, what Verinovum is delivering to its customers with the help of MultiVue is clean data. This data is suitable for use in evaluating CMS quality measures in categories including effective clinical care, communication and care coordination, efficiency and cost reduction, and patient safety. Having clean, usable data to evaluate allows hospitals, ACOs, and payers to look at the big picture and see how they are helping patients, and whether their practices and choices are in line with value-based care and achieving the triple aim.

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VisionWare is a leading provider of Master Data Management (MDM) and Enterprise Master Patient Index (EMPI) solutions for healthcare organizations and state and local governments. We provide the tools for both government entities as well as healthcare providers, payers, and technology companies to make critical advancements in digital transformation, analytics, citizen/patient/member engagement, quality improvement and compliance. Our solution suite will match, verify, govern, and integrate your data, providing one rich, comprehensive view of your organization's patients, members or constituents. We have the flexibility to work with multiple systems and connect data from a variety of data silos within those systems. Coupled with our world-class consulting team, our software can deliver value in days, not weeks or months. Visit www.visionware.com for more details about our comprehensive suite of MDM solutions.

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