

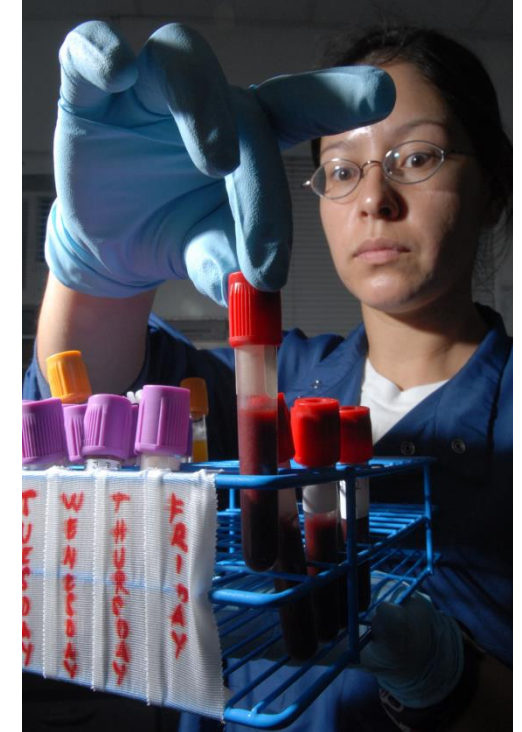
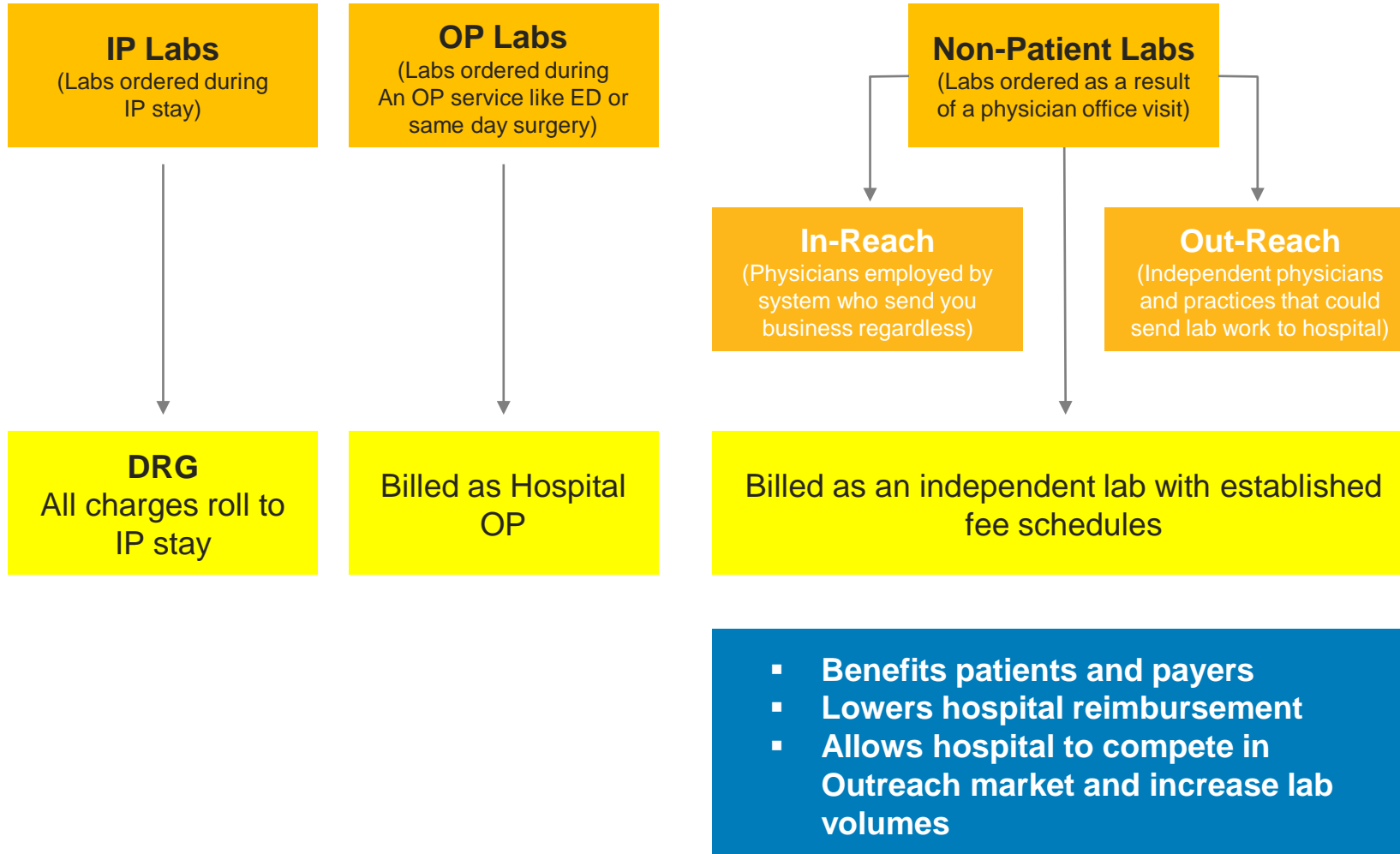


The Importance of IT in Your Outreach Program

Marci Dop, Laboratory IT Executive and Consultant

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What is Hospital Outreach?



Technology: a Driver for your Outreach Program

IT SOLUTIONS CAN DIFFERENTIATE YOUR LAB OUTREACH PROGRAM IN THE FOLLOWING AREAS:

LIS

Connectivity
Solution

Lab
Automation

Call Center

Courier

Billing

Technology: a Driver for your Outreach Program

- It is no longer enough to just connect to your clients!
- EMRs are not sophisticated when it comes to lab ordering and resulting
 - Labs that can fill this gap are the ones physicians want to use
- The right technology plays a vital role in maximizing reimbursements per order and reducing preventable billing denials
 - 90% of billing errors can be preventable
- They expect their patients to have a problem free lab experience
 - From specimen collection, to receipt of the bill!
- This new challenge called COVID-19

IT for Outreach

IT IS IMPORTANT TO DEVELOP A SUITE OF APPLICATIONS THAT SURROUND THE LIS/HIS THAT ARE TAILORED TO MEET THE NEEDS OF THE OUTREACH PROGRAM

Functions and staff necessary that may not currently be in place include:

- ☐ Ability to quickly connect to clients for orders and results
- ☐ Flexible billing capabilities to meet unique needs of customers
- ☐ Dedicated IT staff to support outreach solution
- ☐ Strong partnership with Hospital IT support teams
- ☐ SLAs with contracting and compliance so any new clients requiring contracts or BAAS are turned around in a timely manner

The lab needs the support of many hospital departments to be successful

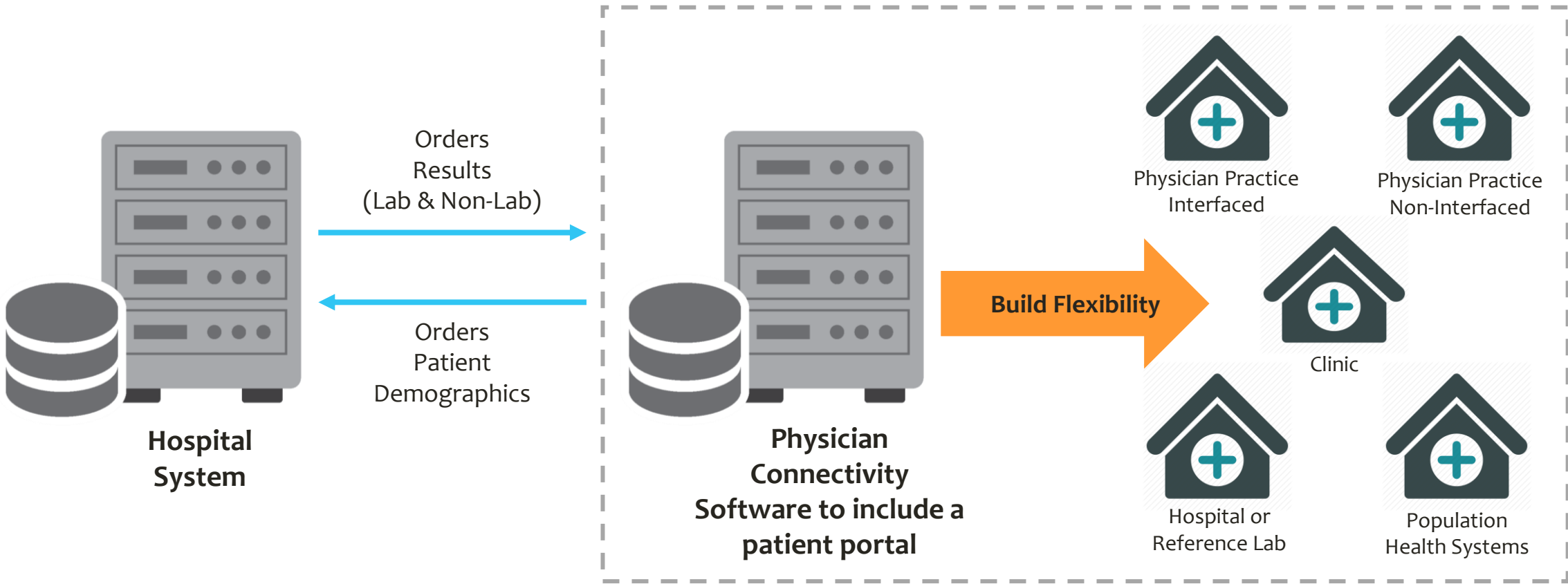
IT for Outreach

A SUITE OF APPLICATIONS WILL BE NECESSARY TO SUPPORT IT NEEDS OF OUTREACH

Supporting Applications Include:

- Robust physician connectivity package and physician portal able to support the needs of the laboratory and the medical community
- New with COVID, rapid patient intake for pop-up test locations, employer testing and Long-term care facilities
- Software to manage an on-line test catalog
- Medical necessity checking software
- Robust, customer focused and interactive website
- Automated call distribution center (ACD) for managing call queues and ongoing customer service
- Issue tracking software
- Software for managing couriers, routes and specimen management
- CRM (Customer Relationship Management) software for ongoing management of existing and new accounts and issue tracking. The CRM should integrate with issue tracking

Connectivity and Interfaces

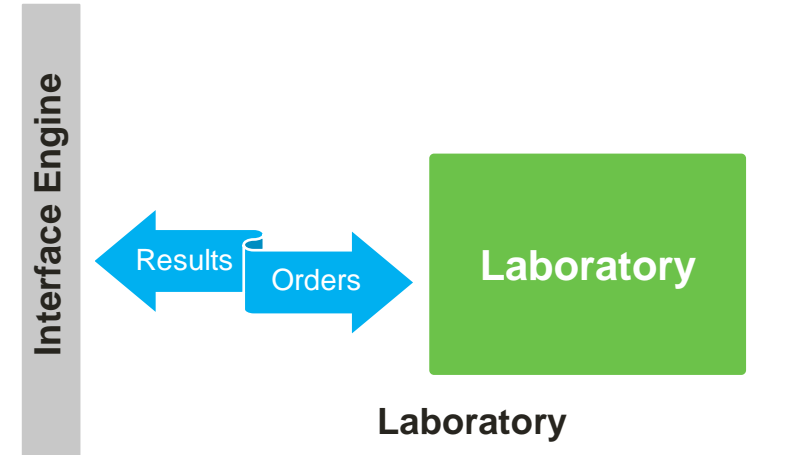


Connectivity and Interfaces



What flexibility should you consider

- Stores patient demographics that can be sent to and from various entities (ie. EMR patient ID)
- Stores and passes orders to LIS or any downstream reference laboratory
- Receives and stores results to any downstream entity needing results including state agencies
- Offers clinician and patient portal
- Ability to build in rules-based routing and load balancing
- Mapping tools for insurance and test codes
- NCD/LCD Cross referencing



Laboratory

- Receives orders and necessary patient demographics from ELLKAY
- Sends results back to ELLKAY
- Report as necessary

Patient Registration

- Rapid deployment of testing locations utilizing PSC module
- Quick patient registration process gathering all user defined patient information
- Patient pre-load options
- Long-term care facility scheduling
- Specimen label printing and requisition printing with barcodes
- ABN printing

The lab may see up to 30% of claims denied for reasons such as:

Problem	Example	Reason for Denial	Resolved
Patient Demographics	<ul style="list-style-type: none"> - John vs Johnathan - John Doe vs John B. Doe - Green, Johnson, Smith, etc. 	Misspelled names, use of nicknames, dropped or added middle name, submitted wrong name	Submitted claims must accurately reflect the exact name as printed on the insurance card
National Coverage Determinations: List of 24 common tests by CPT codes that are supported by appropriate ICD-10 diagnostic codes	CPT: 85610- Prothrombin Time ICD-10 A91 (Dengue hemorrhagic fever) – on list, acceptable ICD-10: J09.X2 (Influenza) – not on list, denied	CPT code submitted with an ICD-10 code not on the list	ICD-10 and CPT codes must be included on the list
Modifiers (indicates a test has been altered by some specific circumstance but has not changed in its definition)	Modifier 50: Bilateral procedure – bilateral bone marrow performed, 2 charges submitted, one is paid, the 2 nd is denied as duplicate service	Appropriate modifier is not used	Second charge (CPT) must have modifier 50 appended to it
Mutually Exclusive Edits (codes that should not be reported together)	81001 – Urinalysis, automated w/ micro 81015 – Microscopic only	Two mutually exclusive tests ordered on the same day	Can only charge for the 81001
Medically unlikely edits	80051 x 3 (electrolyte panel done 3 times)	Limits the # of units / day	If medically necessary to have 3 done, the first two are billed as 80051x2; the third is billed as 80051-59

Orders & Results Portal

Your logo

RESULTSORDERSPATIENTS

SCOTT MILLER

Results Inbox

All ProvidersDemo LocationAll Reports

Name	Date	Regulation	Lab	Flag	Alerts	Status	Provider	V	R	P
LAST352, FIRST	10/04/2016	107803686	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	N	Y
LAST353, FIRST	09/02/2016	107805651	Laboratory	Y	Y	F	DR. MICHAEL J KRUG	Y	Y	Y
LAST354, FIRST	09/02/2016	107805652	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST264, FIRST	09/02/2016	107805653	Laboratory	Y	Y	C	DR. EDWARD R SNIPES	Y	N	Y
LAST261, FIRST	09/02/2016	107805654	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	N	Y
LAST355, FIRST	09/02/2016	107805655	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	N	Y
LAST282, FIRST	09/02/2016	107805657	Laboratory	N	Y	F	DR. EDWARD R SNIPES	Y	N	Y
LAST334, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST356, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST271, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST312, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST357, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST358, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST359, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST287, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST257, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
LAST443, FIRST	09/02/2016	107805660	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
TEST, BOBBIE	05/10/2019	99	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
TEST, RECOVERY	12/04/2018	99	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y
TEST, BOBBIE	07/18/2017	12	Laboratory	Y	Y	F	DR. EDWARD R SNIPES	Y	Y	Y

Your logo

RESULTSORDERSPATIENTS

Name: Smith, Arthur ROffice Id: 7XA4R2EDOB: 08/03/1930Gender: MPrimary Insurance: --

New OrderOrder Type: Draw NowBill Type: Third PartySave

PatientTestsDiagnosisReviewComplete

Please confirm the following required information is correct.

Order Information✔

Ordering Provider: Miller, ScottLab: LaboratoryFasting: NoYes

Patient Demographics✔

Last Name: SmithFirst Name: ArthurDate of Birth: 08/03/1930Gender: MaleStreet 1: 2299 Bay Ridge PlaceCity: TrompsburgState/Province/Region: MAZip/Postal Code: 38822

Guarantor✔

Relations: OtherFirst Name: EveLast Name: HallDate of Birth: 01/14/1953Gender: Female

Insurance - 1Edit

FEATURES OF A PORTAL THAT ARE IMPORTANT

- Ease of ordering through client focused compendium.
- Solve ordering and resulting complexities in practice EMR.
- Full medical necessity and insurance verification functionality.
- Ability to adapt to all mobile devices.

Orders & Results Interfaces

Your logo

TransferDashboard

Welcome, Jeff | Sign-Out | Help

Activities

All ActivitiesAdministrationReports

Client: ALL

Account:

Account No.:

Interface Type: ALL

Period: Today

From: 08/28/2017

To: 08/28/2017

System:

Last:

Hrs

Tags:

Search

Client	Account No.	Account	Interface Type	System	P	Available	Pending	Delivered	D	Unprocessed	Errors	Tags
CE Demo	CEADT1	CE ADT/Registration OUT	Demographics			1		10		1861		
CE Demo	CEADT2	CE ADT/Registration IN	Demographics			1		10		1861		
CE Demo	CEAllScripts1	Allscripts Orders to CareEvolve	Orders			1		10		1860		
CE Demo	CEAllScripts2	Results with PDF to Allscripts	Results			1		10		1860		
CE Demo	CEAthena1	Athena Orders to CareEvolve	Orders			1		10		1860		
CE Demo	CEAthena2	Results to Athena	Results			1		10		1860		
CE Demo	CEDemo1	Lab Results to CE	Results			1		10		1861		
CE Demo	CEDemo3	CE Order to Lab	Orders			1		10		1861		
LKDemo	LKDemo3	LKDemo3	Orders	LKDemo			5	5		86838		
LKDemo	LKDemo3	LKDemo3										
LKDemo	LKDemo4	LKDemo4										
LKDemo	LKDemo4	LKDemo4										
LKDemo	LKDemo5	LKDemo5										
LKDemo	LKDemo5	LKDemo5										
LKDemo	LKDemo6	LKDemo6										
LKDemo	LKDemo6	LKDemo6										
LKDemo	LKDemo7	LKDemo7										
LKDemo	LKDemo7	LKDemo7										

Last Check-In: Last 2 hours 2 - 4 hours 4 - 8 hours 8+ hours Sub Account Paused

Account Interface Configuration

Client Name: BioReference : ADVMD

Account Name: Marco Garcia Medical Center

Account No: ADVMD684939

System: AdvancedMD

Account Type: Regular

Pickup

Workstation : ADVMD02

Machine Key : 8463A0F57E3D1E51FC8A

Server Key : 123684

Unregister

Delivery

Workstation : ADVMD02

Machine Key : 8463A0F57E3D1E51FC8A

Server Key : 123685

LKRuntime Site Key

(Ex: d3a234c9-f749-42d7-a4bf-d7fb4033a15a) *Required for additional paid services

Interface Details

LKCloudPrint Setup

ABN Setup

Tags

Interface Configuration

Interface Library: LKInterface.dll

Source: AdvancedMD

Destination: BioReference

Only Deliver Final Results:

Mapping/Cross Reference

Insurance Mapping:

Physician Cross-Reference:

Test Dictionary Cross-Reference:

HL7 Translations

MSH3 ADVANCEDMD

MSH4 CC331

MSH5 BIOR

MSH6 CC331

FEATURES OF INTERFACE TOOLS THAT ARE IMPORTANT

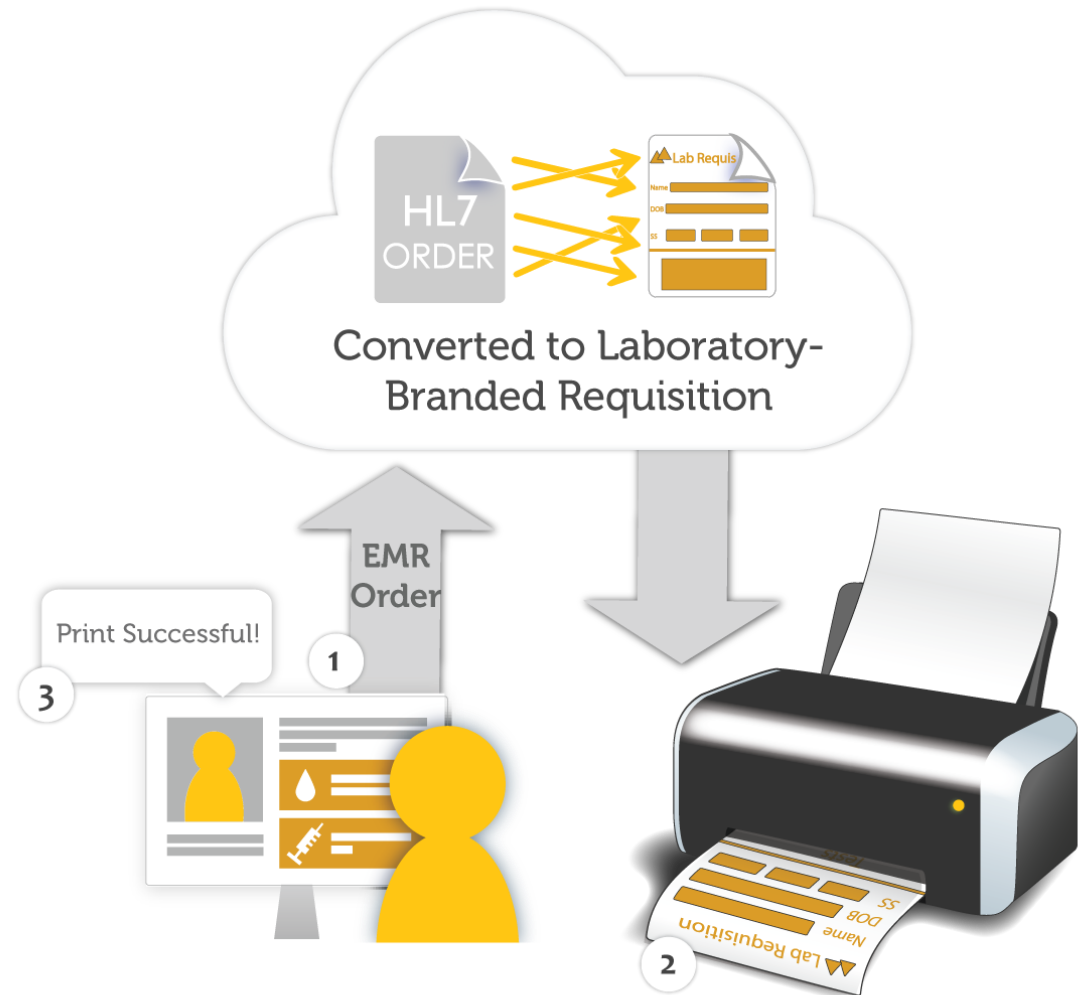
- Quick set up to known and new interfaces.
- Dashboards displaying status of each transaction.
- Real time test, insurance and physician mapping.
- Rules based routing.
- Ability to send all results, not just laboratory



Printing for Lab Efficiency

Specimen ready labels and standardized requisitions are two things that can streamline processing of specimens in the laboratory

- Your laboratory-branded requisitions automatically printed at the practice as soon as the electronic EMR order is sent allows processing staff to always know where to find information on requisitions
- Inconsistency in requisitions is one of the number one reasons for missed tests and missed test information
- Specimen ready labels reduce mislabeling of specimens and save time for the practice and laboratory staff



Optimizing your Website

Do you have access to current analytics for your website and know how to interpret them?

- Every health care system has someone responsible for their website that can review these with you
- Several good healthcare digital marketing companies that can help

If you are part of a health system, does your lab's website stand out?

- Ideally the look and feel should be the same as your health system
- But your lab website should really stand out and make you competitive
- How many clicks to get to lab?

Is it an interactive website?

- Does it allow patients to access the closest
- PSC based on their zip-code?
- Can you then map directions after selecting?
- How does it adapt to smart devices?



Optimizing your Website

HOW USER FRIENDLY IS YOUR WEBSITE?

Who can give feedback on current vs. desired:

Clients

- Billing, Connectivity, Medical Necessity Tool, Test Directory, Portal Access, Forms, Guides and Resources

PSC Staff

- Billing and Insurance, Appointment Scheduling, Home Sample Collection Instructions, Preparing for your Lab Test, Patient Portal, and PSCs

Client Services

- Online Ordering, Directory of Services, Contact Us link, Separate Careers and Education Tabs, PSC locations with maps and additional site-specific detail

Sales Reps

- What are they hearing and what are competitors doing

Automating your Call Center: Client Experience

Many calls are taken by laboratory staff in every area of the lab. Consolidating these calls to a Call Center is an opportunity to significantly reduce the time techs spend on the phone and promote a great client experience

- Call center should be utilized for all areas of the laboratory including: clinicians, outreach clients, specimen transporters, 3rd party couriers, outside hospitals, outside labs, and all others who need direct and immediate communication with the lab
- One phone number and one point of contact within the lab with a standard message
- Centralize customer issue resolution to involve as few testing staff as possible with the goal of first call resolution
- Expedite outgoing calls for critical results, etc. due to dedicated call team

Automating your Call Center: Systems

SYSTEMS UTILIZED BY A CALL CENTER WOULD ENHANCE USER EXPERIENCE:

ACD System

- Allows for phone tree, recording of calls, and statistics associated with calls

Issue Tracking System

- Allows for documentation of issues and conversations

Call to Case Logging

- Recognition of client by phone number with automated ticket logging triggered by call

Access or Integration to Courier Tracking System

- Ability to see where specimen is in transport, dispatch couriers or message couriers

Technology to access all systems necessary

- Dual monitors, head-sets, dashboards etc.

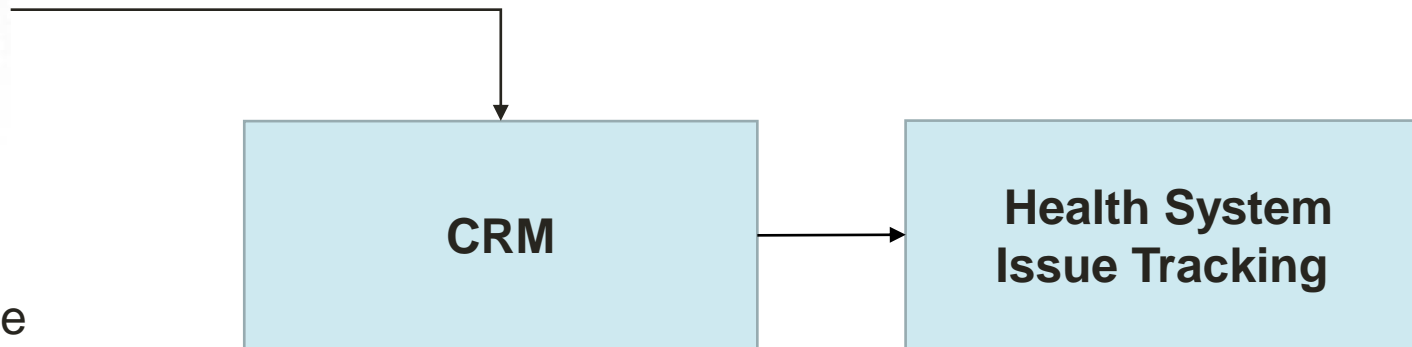
Supply ordering Solution for Clients

- Ability for clients to call and order testing supplies

Automating Your Call Center: Systems



- Call center should always have monitor of incoming calls
- Wall displays in some call centers
- Ability to create cases/tickets in CRM directly from incoming call via a CRM connector



- CRM used for tracking of all lab outreach specific items, lab outreach projects, client information, etc.
- Health system has their own issue tracking system (IT Help Desk)
- CRM and Issue Tracking at some organizations can be the same.
- Build integration from CRM to health system issue tracking for IT tickets, security tickets, etc.

How COVID-19 Impacted Your IT Department

Overwhelming manual processes:

- Immediate demand for testing
 - Rapid TAT, Pop up sites, back to work testing, may be reference lab for other labs
- Limited resources
 - Multiple IT projects initiated at once
- Multiple testing sources needed due to supply restrictions
 - Creating need for new interfaces
- Rapid connectivity for labs with excess capacity
 - Creating need for new interfaces
- Ever-changing testing environment
 - New analyzers, new testing methods, testing requirement changes
- Flexible reporting requirements for physicians, patients, and state agencies



The Solution

ORDER INTAKE

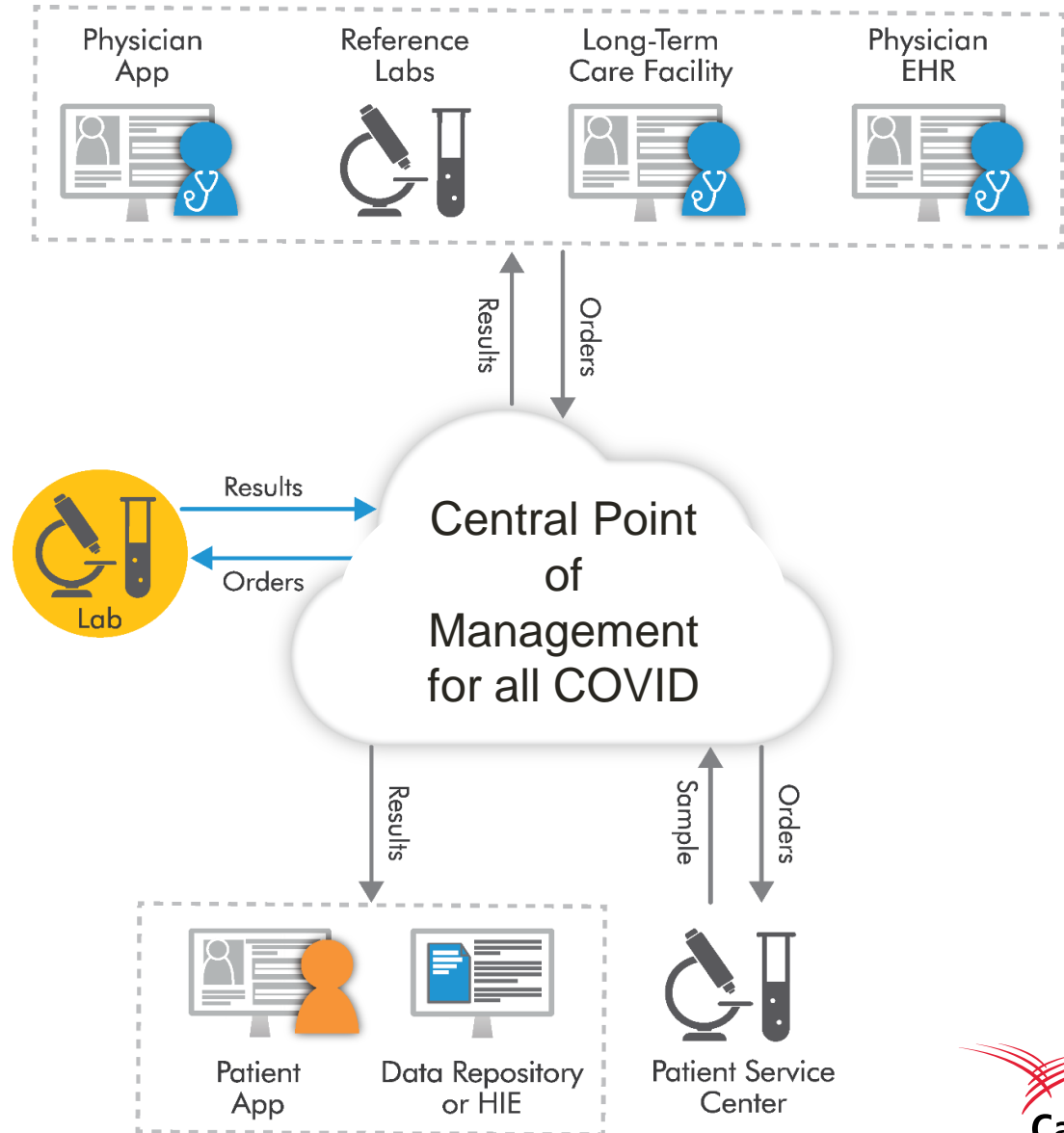
- Rapid patient registration
- Ability to pre-load employer files
- Ability to pre-load long-term care facilities with their standing orders
- Hospital registration systems typically don't offer this functionality

ORDER ROUTING

- Ability to send patient to closest testing location
- Load balancing for labs doing testing

RESULT ROUTING and REPORTING

- Portals for clinicians and patients is a MUST
- Meet your state reporting
- Interfacing of results
- Ability to generate management reports
- Generate billing files



Information Technology: Driver for Lab's Success

**Empower your
Laboratory through
technology**

**Solve reimbursement
challenges with tools for
clean orders**

**Increase market share
& ROI offering feature
to make lab ordering
and resulting easy**

**Assist physicians in
improving patient care**

Thank you!

