Healthcare Tech OUTLOOK

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20 Most Promising Health Information Exchange Solution Providers

Healthcare technology has come a long way, from maintaining heavy log books to the era of digital repositories, where huge amounts of patient and medical data are stored and retrieved every day. The subsequent advent of Health Information Exchange (HIE), has mobilized the presence of healthcare information electronically across organizations within a specific system. The Global HIE market is expected to grow at a Compounded Annual Growth Rate (CAGR) of around 9.6 percent from 2015 to 2021. This indicates that by the end of this decade, more than half of healthcare-delivery organizations will have incorporated HIE into their operations.

Moving ahead, major changes around HIE has been enumerated by the introduction of mobile platforms and easy exchange of medical information across various organizations and medical systems. However this poses a risk of information seepage from the online clinical repositories leading to the possibility of classified information falling in the wrong hands. Security, feasibility, adaptability, and sustainability are some of the major factors that will play the 'deciding' role in selecting a proper solution. While there are many HIE solutions in the market, the variety in solutions and their use cases have made choosing the right solution, a difficult task to accomplish.

In order to simplify and assist CIOs identify the right HIE solutions; Healthcare Tech Outlook presents "20 Most Promising Health Information Exchange Solution Providers 2015."

A distinguished panel comprising CEOs, CIOs, VCs, analysts, and the Healthcare Tech Outlook editorial board have selected the top HIE solution Providers. In our selection process, we looked at the vendor's capability to fulfill the need for cost-effective and flexible solutions that add value to the HIE landscape.

Just Associates, Inc

recognized by Healthcare Tech *magazine as*

Healthcare Tech OUTLOOK 20 MOST PROMISING
Health Information Exchange
SOLUTION PROVIDERS - 2015

An annual listing of 20 companies that are in the forefront of tackling challenges in the Healthcare Information Exchange arena and impacting the marketplace

Alex D'souza
Managing Editor

Company:
Just Associates, Inc

Key Person:
Beth Haenke Just, CEO

Website:
www.justassociates.com

Description:
Provider of data integrity services that help organizations identify and resolve healthcare information issues and ensure the accurate linking of patient data

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Just Associates
Data Integrity Services to Ensure Accuracy of Patient Data

As the healthcare industry evolves into a quality-based system, reliance on various technologies that pave the way for better, safer care has increased. Central to the success of these technologies—and healthcare's evolution as a whole—is data integrity; in particular ensuring that patient medical records are properly populated and linked across disparate systems. It goes without saying that preventing mismatches and maintaining accurate, complete, and consistent patient data is imperative to safe, effective care across the continuum. "If data isn't clean or accurate, it cannot be used for effective population health management," says Beth Haenke Just, CEO, Just Associates. "We address the issues related to maintaining the quality of patient database by creating stronger algorithms that drive more accurate matching and ensure the authenticity of the flowing data."

Having established a reputation for excellence with its Master Patient Index (MPI) Clean-Up services, Centennial, CO-based Just Associates now provides innovative solutions and services designed to assist healthcare organizations with resolving and maintaining data integrity issues. Among these unique services is their ongoing MPI Management service IDManage®. This technology enabled outsourced service is designed to quickly eliminate duplicate patient records from the MPI system before they can negatively impact data integrity. Through ongoing monitoring, this service helps to prevent potential duplicates from ever entering the system as well as identifying other harmful issues that affect data integrity. "With IDManage, our experts can access clients' systems remotely to validate and merge duplicate records," says Beth. "To ensure the highest level of accuracy, IDManage operations are subjected to a rigorous Quality Assurance (QA) protocol and all staff decisions regarding the validity of possible redundant records are reviewed by our QA team," she adds.

Rounding out Just Associates' MPI management services is the IDOptimize® patient matching algorithm optimization service that "leverages our knowledge of industry systems to enhance performance through improved patient matching capabilities, increased duplicate record identification, and enhanced operational output," describes Beth.

Alongside its data integrity services, Just Associates provides a comprehensive suite of "Positive Patient Identification" services that deliver a solid framework for operational and technological excellence. This includes expert guidance and assistance with policy framework to support Health Information Organizations (HIOs) and encourage provider adoption of health information exchange (HIE).

> **IDManage® enables customers to access the system remotely, validate, and merge the repeated records**

As a trusted healthcare solution provider, Just Associates has assisted a myriad of customers with resolving the complexities related to patient data management and data integrity. For example, the Children's Medical Center Dallas engaged the firm after identifying a significant number of duplicate records that were impacting clinical workflows, care quality and safety because physicians weren't able to effectively locate the correct patient information. Just Associates first performed a MPI clean-up eliminating existing duplicates followed by a comprehensive assessment to identify the root cause of duplicate creation enabling them to craft policies and processes preventing the creation of new ones. "We helped them to improve the quality of patient care and increase physician acceptance of the new Electronic Health Record," asserts Beth.

Today, Just Associates maintains its position as a top provider of MPI data management services by continuing to focus on delivering innovative solutions to emerging problems. "We ensure that our offerings will benefit our customers in the future by focusing on better and earlier detection of data integrity issues," concludes Beth. **HT**

Beth Haenke Just