



PRACTICAL SOLUTIONS FOR THE GI PRACTICE

Web Resources your Practice will Love

Presented By:
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Putting the pieces together

Disclosure

I am the Technical Project Manager for Southern California Gastroenterology Associates, and general partner at Vintagon Web Design Firm.

I hold no relevant financial interest or other relationships with the applications and/or products that I will present to you today. I do not sell or receive royalties from any of the software that I will be discussing.



Putting the pieces together



How can apps help your practice?

- **Provide effective and secure communication solutions**
- **Increase productivity**
- **Promote growth**
- **Maintain quality of care**
- **Create culture**
- **Optimize work-flows**



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Data Security

- The healthcare industry loses \$7 billion a year due to HIPAA data breaches
- 94% of healthcare organizations have had at least one data breach in the last two years
- Since 2010, threats to healthcare organizations have become increasingly more difficult to control.

Ponemon Institute, LLC. (2012) Third Annual Benchmark Study on Patient Privacy & Data Security. Retrieved July 1, 2013 from ID Experts Web site: http://www2.idexpertscorp.com/assets/uploads/ponemon2012/Third_Annual_Study_on_Patient_Privacy_FINAL.pdf

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Data Security

- Only 40% of organizations have confidence that they are able to prevent or quickly detect all patient data loss or theft

Ponemon Institute, LLC. (2012) Third Annual Benchmark Study on Patient Privacy & Data Security. Retrieved July 1, 2013 from ID Experts Web site: http://www2.idexpertscorp.com/assets/uploads/ponemon2012/Third_Annual_Study_on_Patient_Privacy_FINAL.pdf

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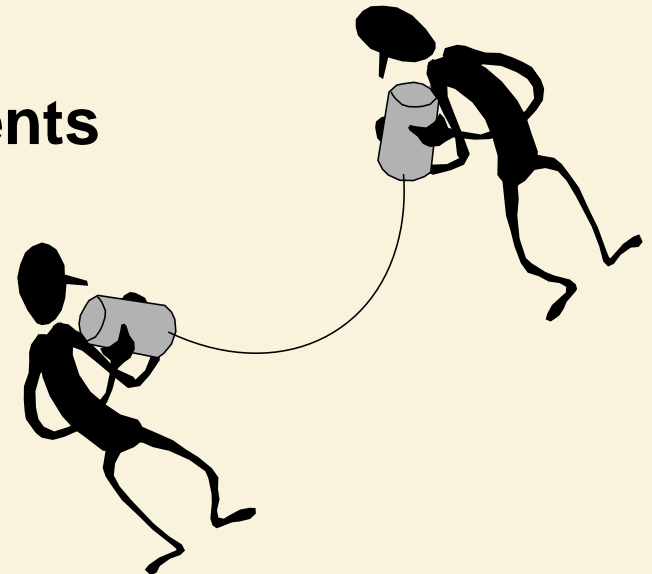




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Electronic Communication

- How do you communicate PHI electronically?
 - ◆ Email
 - ◆ Text/SMS
 - ◆ Sharing of files, documents and images



Email in a Practice Setting

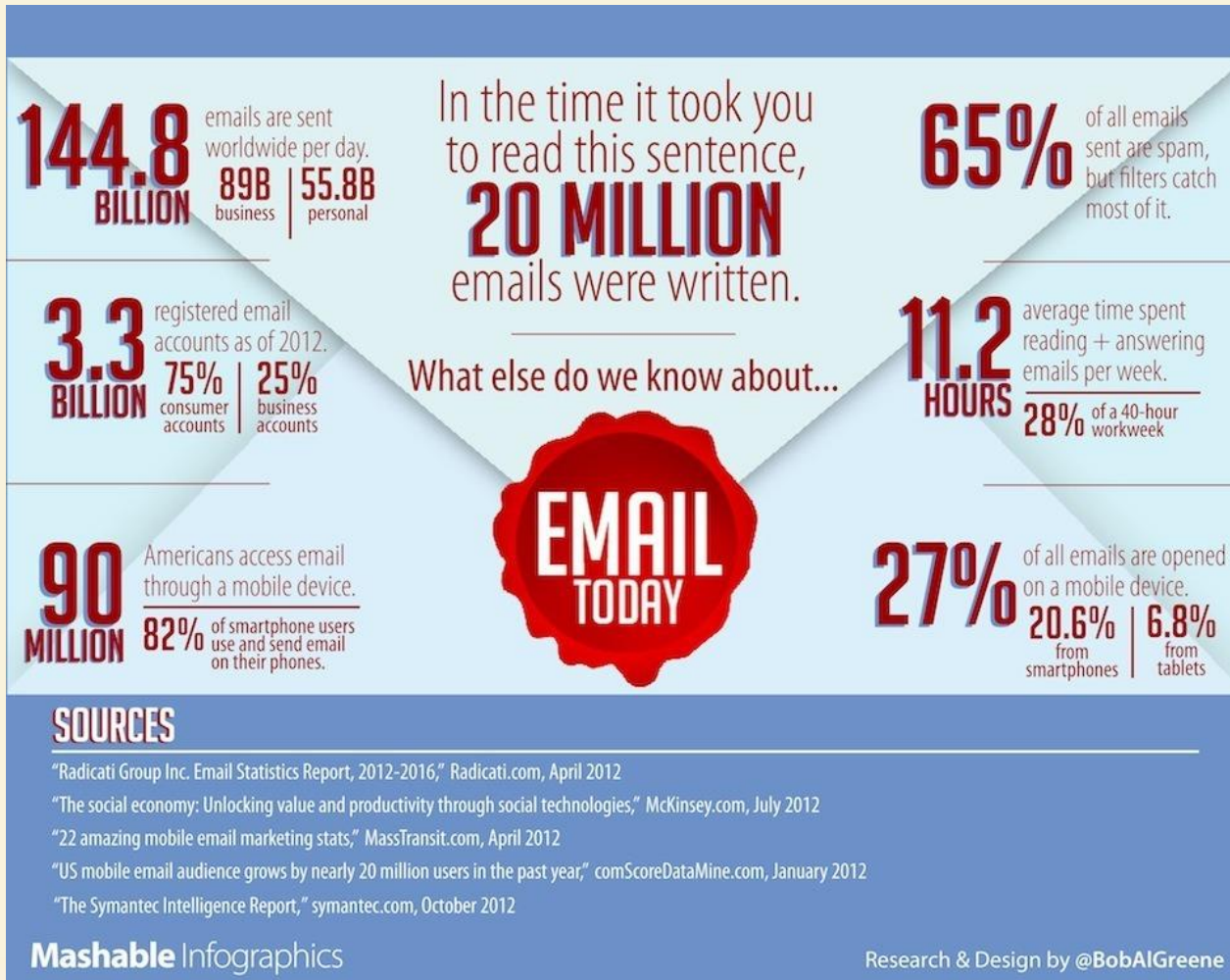
- **Convenient**
- **Flexible**
- **Everyone's doing it...**



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Email is popular!



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Is it safe?

Not all email services are HIPAA compliant!



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Best Practices

- If you have a web portal, always communicate with patients through your portal
- Use the messaging service that your EHR or PM system provides you with for communicating PHI with staff
- Resort to HIPAA compliant email when the 2 scenarios above don't apply



What it takes for to be compliant?

- Assess its use of open networks
- Identify the available and appropriate means to protect PHI as it is sent
- Select a solution
- Document the decision
- Sign a Business Associate Agreement



Exceptions

- **USPS**
 - No access to data regularly
 - Data is sealed
 - Only delivery service
 - NOT a Business Associate
- **Web Based Service**
 - Hackers & online threats
 - Content accessible
 - No envelope
 - Won't sign BAA





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Avoid Penalties

- Penalties do not apply if data is encrypted or otherwise rendered unusable, unreadable, or indecipherable.



Encryption

- Avoid legal trouble!
- Encryption is the process of converting your files, documents and text to code that can only be read by key-holder



Video About Email Encryption

- www.youtube.com/watch?v=fpUkkEKSImM

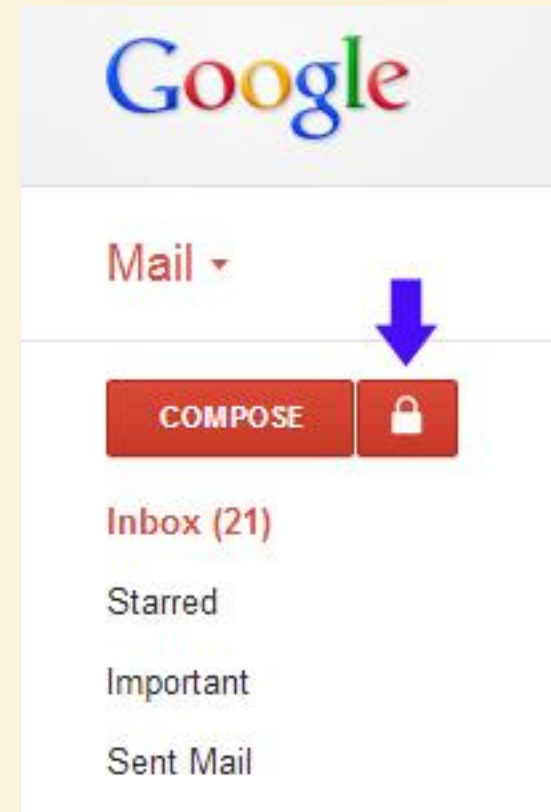


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Web Based Email Services

- Use encryption apps built into your current email service



What they do:

- Military grade encryption
- Work on computer and mobile device
- Add security passwords to outgoing messages
- Encrypt messages



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Cost

- Minimal cost v. benefits
- Limited messaging for free
- Enlocked is \$9.99/month for 100 messages
- **Ciphercloud from \$5-\$20/user/month**



Third Party Compliant Services

- Use third-party HIPAA compliant messaging services online



enlocked

- \$3/user/month



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Provide customers with:

- Audit trail
- Recipient notifications
- Ability to revoke an email message at any time
- Ability to set expiration dates
- Offers several identity verification methods – Really neat!



Identity Verification

- <http://www.youtube.com/watch?v=28OII3UoXIM>



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Text Messaging

- According to a recent Johnson & Coker report, **80% of doctors use smartphones**



Text Messaging

- **Why?**
 - Simple
 - Quick
 - Reliable
 - Mobile
- **Revolutionary**



Risks of Texting

- **Can be read by anyone**
- **Forwarding texts**
- **Unencrypted**
- **Remain on device**
- **Wrong recipient – 38%**
- **Losing your phone**



A BIG NO-NO

The Joint Commission has effectively banned physicians from using traditional SMS for communicating health information.

Possible fine for a single violation?

\$50,000



Communicating Via Text

- **Basic Precautions**
 - Password on device
 - App for secure text messaging



Clinical Text Messaging Solutions



HIPPOmsg™



medigram



tigertext

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Text Securely

- **These apps use:**
 - **a secure server**
 - **Encryption**
- **Communicate securely on your phone or desktop**
- **Setup an expiration time**
- **Securely share images and files**
- **Recall messages**



Security Features

- So secure, it's questioned!



For GI Docs

- **Communicating hospital charges**
 - **Images of face sheet**
 - **Complete information**
 - **Legible**
 - **No risk of loss**
 - **No more note-pads!**
 - **Free or very low cost**

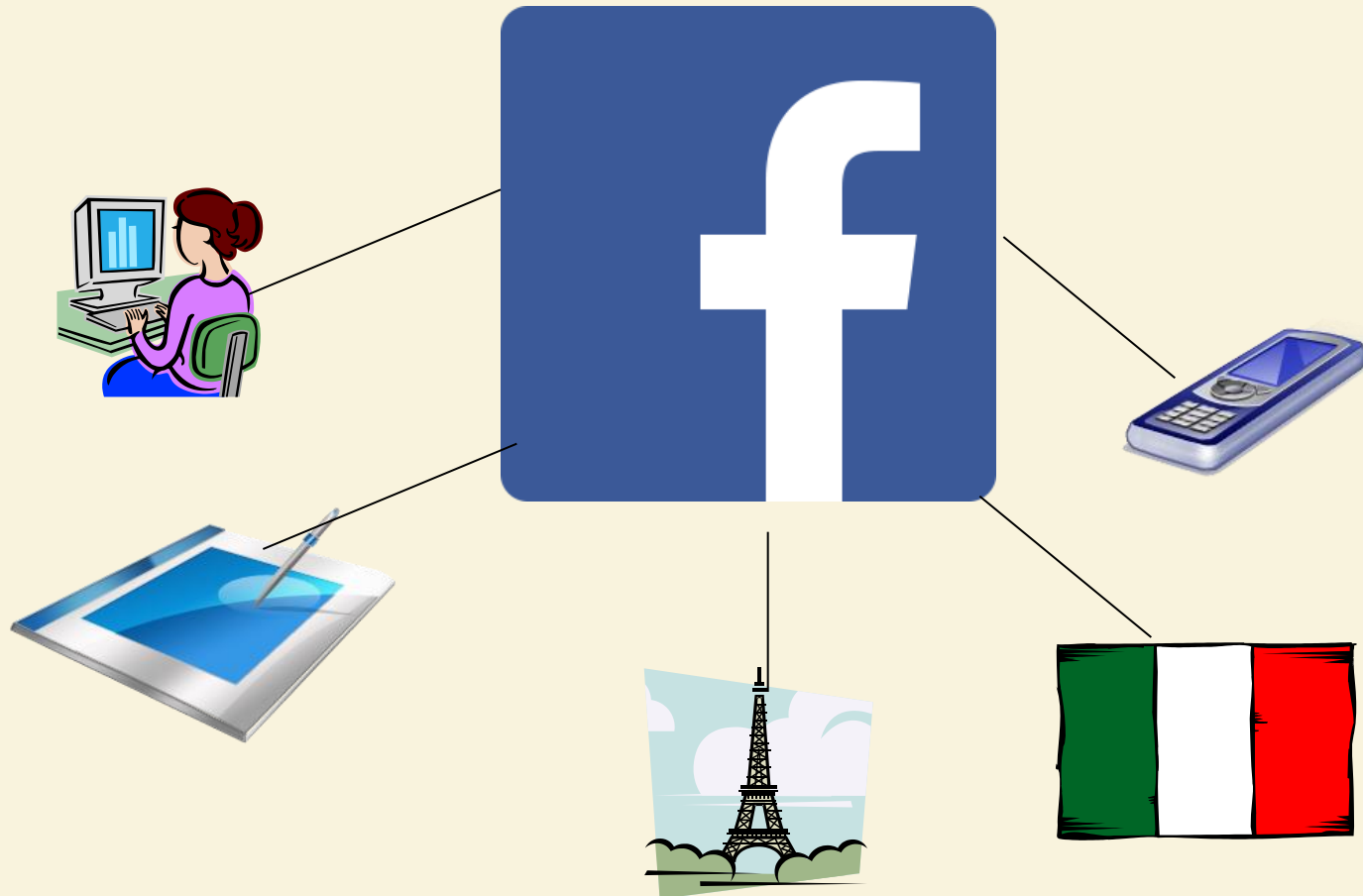


What is the cloud?



Any data stored on a network of servers that's accessible by going online

How you're using the cloud



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File Sharing

- **Access and manage files, reports and documents from anywhere with any device**
- **Sharing files with key personnel**
- **Real time updates**
- **Paperless**
- **Provides storage**
- **Reliable - Back up**



HIPAA Compliant Shared Drive



Now compliant with HIPAA and HITECH obligations!

**Working with providers and payers to accelerate
their work**

**Integration with healthcare solutions (e.g. Tigertext +
Medigram)**

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Practice Shared Drives

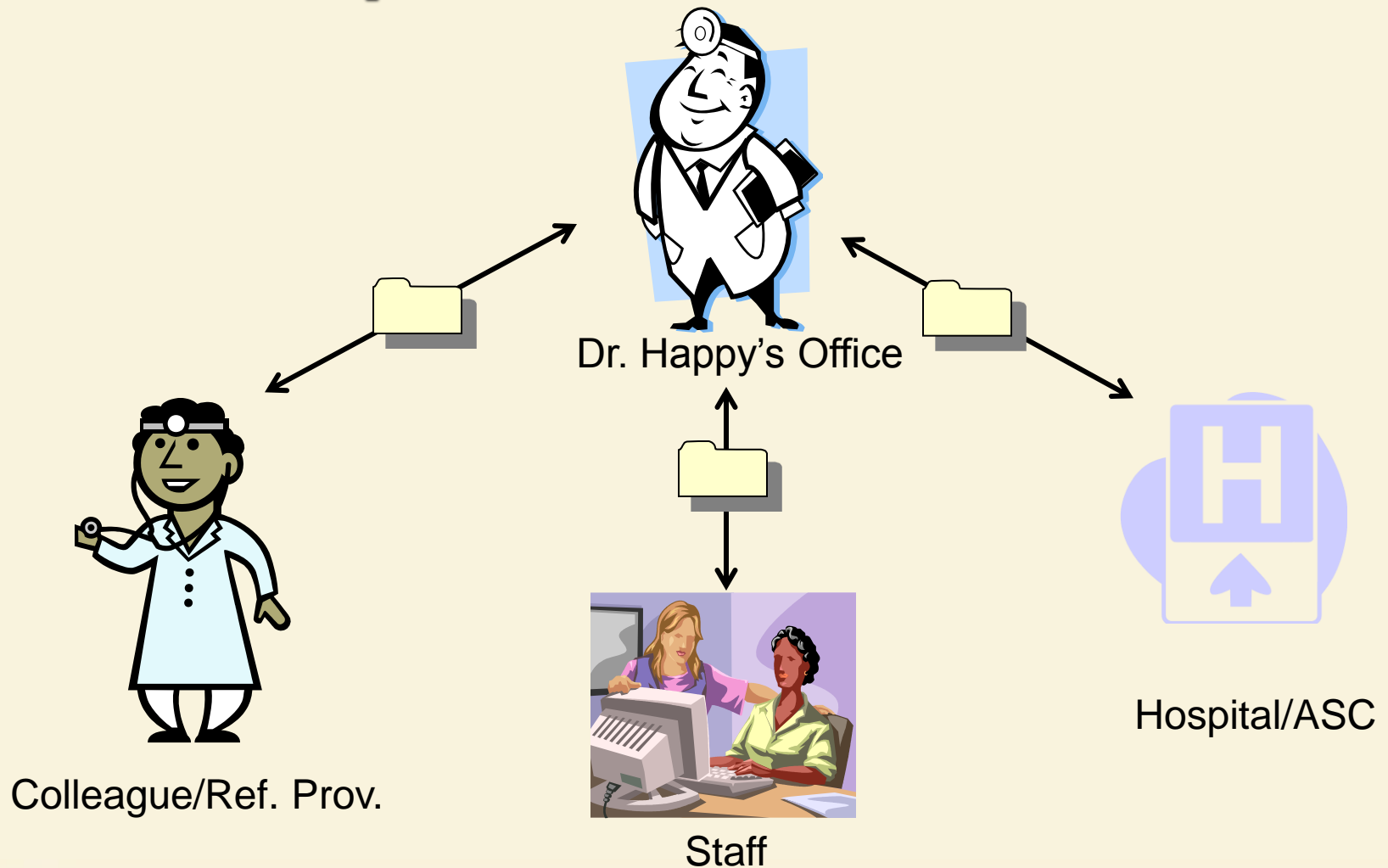
- **Drives for:**
 - **Individuals**
 - **Departments**
 - **Management**
 - **Doctors/Medical Staff**
 - **ASCs/Hospital**
 - **Referring doctors**



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Examples of Shared Drives



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Box.com



- Can be used on mobile device
- \$15/user/month for business plan
- Enterprise solutions

Intranet

- **Internal website that's only accessible by your staff**
- **High initial investment, but great benefits in the long run**
- **Easy to manage and maintain**



Why you need one!

- **Get the same word out quickly!**
 - **No more water cooler gossip**
 - **Same message to all employees at the same time**
 - **Avoid miscommunication and misunderstandings**



Why you need one (pt 2)

- **Save time and resources!**
 - Reduce emails
 - Reduce time spent going through emails
 - Reduce requests from staff
- **Boost morale!**
 - Sense of community
 - Sense of unity (same information)
 - Opportunities to engage
 - Simple and organized



Intranet Solutions

- Google Sites
- Glasscubes
- Elcom
- Bloomfire



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Posted Jul

Company Blog

New post

[Orders: What goes where?](#)

posted May 20, 2013, 6:43 PM by admin@scgahealth.com [updated May 20, 2013, 6:44 PM]



We've got several sections in a gMed order. This blog post will help you in identifying what field goes where when completing the order form.

Order field - Appears on the Patient Clinical Summary.

- **General field** - Appears on the Visit Note and Referral Letter.
- **Notes** - Appears on the Visit Note and Referral Letter.
- **Additional Wording** - Appears on the Visit Note and Referral Letter.
- **Patient Instructions** - Appears on the Patient Clinical Summary.

General Orders - Procedure

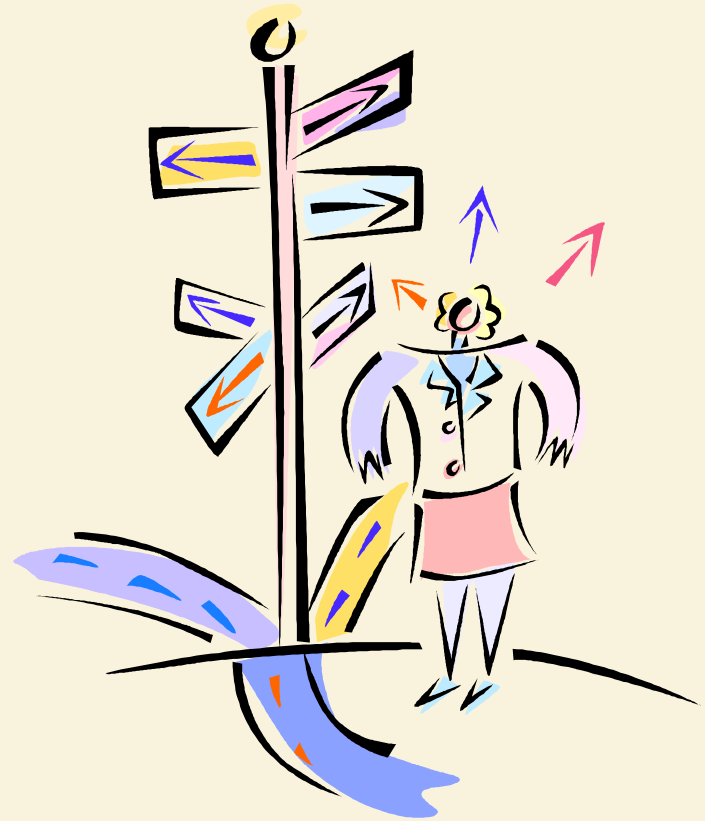
Project Management Tools



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Tools I used to use:

- Calendar
- Email
- Tasking
- Apps
- Spreadsheets



Project Management Software

- **Collaborate**
- **Document**
- **Manage tasks and deliverables**
- **Track objectives**
- **Reporting**
- **Control cost**



Putting the pieces together

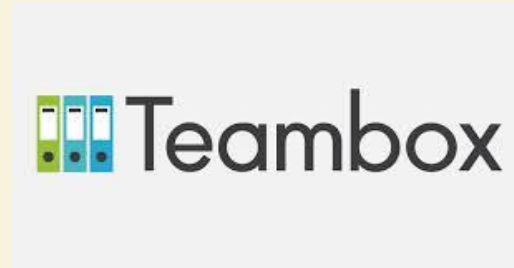


How do I choose the right one?

- Your needs are likely to depend on
 - Your project
 - Your team
 - Project-management style.



Project Management Software



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What I use mine for:

- **Keeping track of tasks by location**
- **Trouble-shooting issues**
- **Follow up**
- **Track completion**
- **Status inquiries**
- **Accountability**



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Meetings in a snap!

- **Doodle**
 - Online scheduling tool that can be used quickly and easily to find a date and time to meet with multiple people.



How Doodle Works

Doodle: Board Meeting - Windows Internet Explorer

http://www.doodle.com/participation.html

Doodle: Board Meeting

Doodle®

Poll: Board Meeting

Summary: 4 participants, 0 comments

Rolf has created this poll.

	June 2009			
	Tue 9	Tue 16	Wed 24	
	9:00 AM - 10:30 AM	5:30 PM - 7:00 PM	8:00 AM - 9:30 AM	5:30 PM - 7:00 PM
Rolf M.	OK	OK	OK	OK
Dr. P. Merten		OK		OK
Linda Grau	OK	(OK)	(OK)	OK
Tim Rudolph		(OK)	(OK)	OK
Joseph Nett				
Count	2 0 2	2 2 0	1 2 1	4 0 0

Save

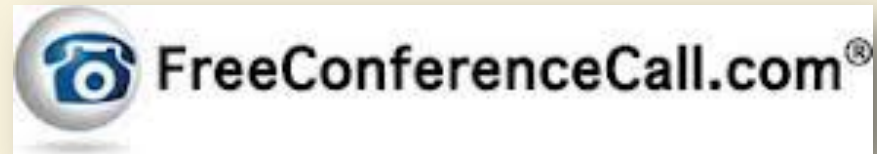
- Suggest dates/times
- Choose participants to invite
- Doodle creates poll
- You get results!
- IT'S FREE!

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FreeConferenceCall.com

- Free teleconferencing
- Your own phone number + private pin
- Quick setup/registration
- Simple
- No restrictions/limits



Share your screen!

- Trouble-shooting and training



Why It's Different

- User friendly
- Simple setup
- Easy instructions
- Reliable
- Free for 9 participants



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Improving Patient Communication Language Services



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Overcoming the Language Issue!

- **Benefits of translation services**
 - Improve care quality and outcomes
 - Maintain timely patient visits
 - Increase patient diversity

There's an app for that!



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**Thousands of questions +
instructions in 5 languages:**

Spanish

Cantonese

Mandarin

Russian

Creole

More Coming Soon!



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Language barriers

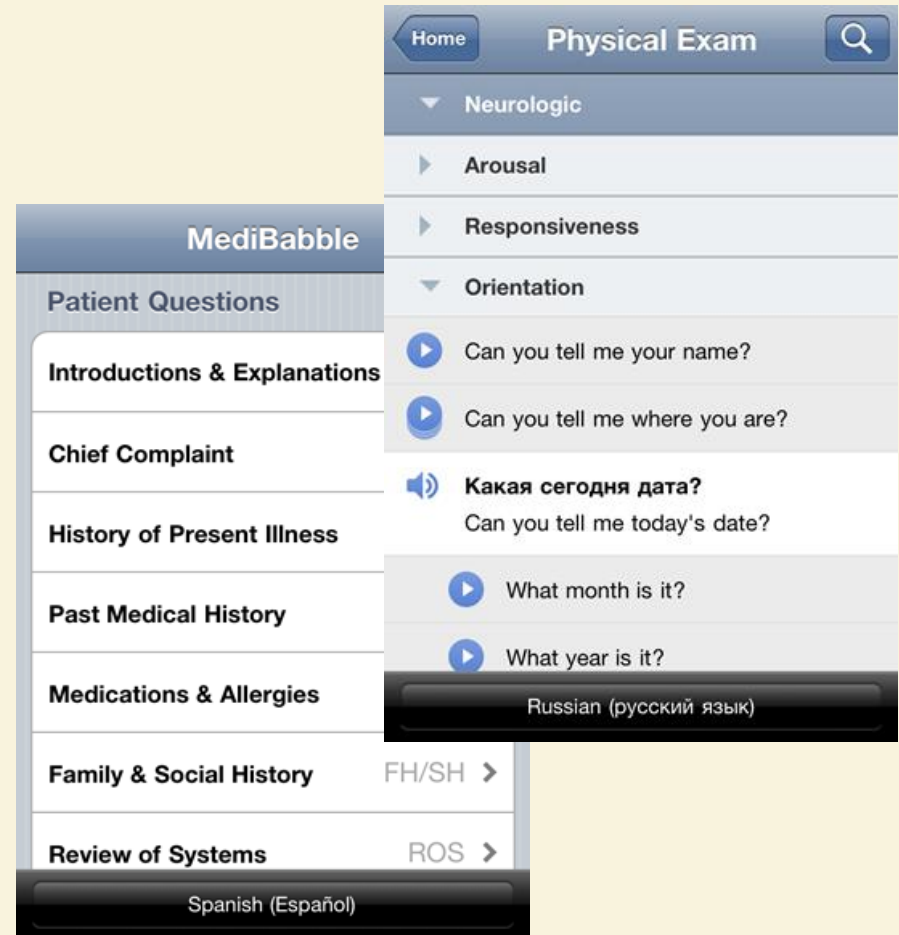
Phrases in database written and reviewed by physician panel

Organized around standard history-taking approaches

Thoughtfully organized by system and symptom

No internet required

FREE!



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Practice Marketing

- **Keep patients coming**
 - Online directories
 - Networking for providers
- **Do more!**



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Online Directories

68% of online review readers said they used that information to select a:

- Drug or medical device
- Health plan
- Hospital
- Pharmacy
- Physician



Online Directories

- Lead generation
- Web presence
- Manage reputation
- Promote brand
- Cost effective marketing



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Online Directories



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Provider Networking

- First HIPAA compliant social networking for providers
- Network with referrers
- New business
- Maintain relationships with colleagues and partners
- Knowledge sharing – forums
 - Posting tough cases for input from other professionals



Key Facts

- 190,000 active members
- 15,000+ secure messages and online faxes daily
- 1,000 referral/expert searches daily
- Preview:
http://www.youtube.com/watch?v=_6ODiVH_OqM



Administrative Tools

Web Reference Resources



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CMS Physician Fee Schedule Search

- Search pricing amounts, various payment policy indicators, RVUs, and GPCIs by a single procedure code, a range and a list of procedure codes.
- <http://www.cms.gov/apps/physician-fee-schedule/>



The CAQH Practice Admin Module

- **Simplifies data collection for**
 - **Credentialing**
 - **Claims processing**
 - **Quality assurance**
 - **Emergency response**
 - **Member services**
- **Online Interview**
- **Multiple providers**



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CAQH: Practice Admin Module

- Simple and free
- Data is safe and secure
- Reduces paperwork & admin burden
- Data set meet requirements for CAQH and Joint Commission
- Widely accepted information
- Manage updates and distribute electronically
- Re-attest in minutes
- <https://upd.caqh.org/pmm/>



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PQRS & Meaningful Use Resources

- PQRS Measures:
 - <http://www.ama-assn.org/>
- Meaningful Use:
 - <http://www.cms.gov>



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Putting the Pieces Together for GI

www.asge.org/practicalsolutions



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