



## *Digitech Systems Whitepaper*

### **Are you Ready to Tackle Healthcare?**

Have you looked at the healthcare industry lately? Thanks to recent government regulations, most hospitals now depend on electronic health records (EHR) to access critical patient information, but they still rely on paper documents, in areas like claims management and finance. Gartner is reporting that global IT spending will reach \$3.5 trillion in 2017 and that much of that will be spent by the healthcare industry due to the growing volume of data.<sup>1</sup> This means there is a sizable market opportunity for ECMNOW! resellers who can help close this disconnect.

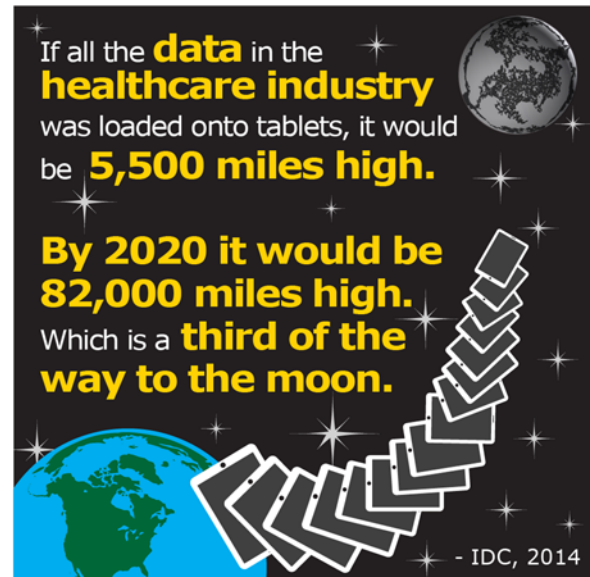
Incorporating Enterprise Content Management (ECM) software such as ImageSilo<sup>®</sup> or PaperVision<sup>®</sup> Enterprise can help providers close the technology gap. Combining technologies can significantly improve patient care, increase productivity and save money. If you are interested in growing your business while helping providers improve their ability to care for patients, read on to learn how to nail that sales call!



What if you could offer healthcare providers a solution that would allow them to combine all of their data into one, easy-to-use system? How might patient care improve if they could remove the paper roadblocks they face now? Providers are frustrated and looking for solutions. As a Digitech Systems reseller, you can help! Keep reading to find out just how big this opportunity is, and how *ECMNOW!* can help them improve efficiency, gain control, and save money.

## Market Overview

The healthcare market is now a mixed landscape when it comes to technology. The market has shifted from the EHR era to the “post-EHR/post-meaningful use era.” Many providers are comfortable in their ability to manage meaningful use but are less confident in their ability to manage other reform requirements and are looking to third-party providers to help them with cloud, mobile, and big data technologies. IDC is reporting that the volume of data healthcare providers is dealing with is expected to increase at a rate of 48% each year!<sup>2</sup> Due to the rapid rate of growth, Technavio reports the healthcare big data market is expected to grow 42% overall by 2019.<sup>3</sup>



## A Sizeable Opportunity

Who can you sell to? The healthcare market is rapidly growing! According to Deloitte Consulting, global healthcare spending will reach \$8.7 trillion by 2020.<sup>4</sup> Forty percent of providers say they are actively looking for solutions and are prepared to spend money.<sup>5</sup> There are many drivers to this growth that you can help with.

## Drivers of Growth

What are the primary concerns to the healthcare marketplace? As healthcare providers switch from the EHR initiative, they are looking for supplemental solutions to further automate their offices to comply with federal regulations and growing patient numbers.

### Trend One: Automating the Enterprise

Healthcare providers are now looking for supplemental systems, such as cloud or on-premise services to complement existing systems. The industry has been slow to accept new technologies, however. According to IDC 42% of providers report they are much more comfortable with the cloud now than they have been in the past.<sup>5</sup> This shift has opened the door to third-party providers as they actively look for solutions.

### Trend Two: Government Pressures

The American Recovery and Reinvestment Act (ARRA) helped providers switch to a digital EHR. Since patient files are now all digital, they are looking to improve the flow of information by digitizing the rest of the office.

“The healthcare sector is undergoing rapid technological changes in electronic medical records, medical imaging, and telemedicine—to improve patient care. Big data in healthcare is gaining prominence for enhancing the quality of services. The need for digital transformation is driving healthcare institutions to spend more on big data technology.”

- Sunil Kumar Singh, Technavio<sup>3</sup>

The Health Insurance Portability and Accountability Act (HIPAA) was enacted in 1996 and these regulations ask providers to protect the privacy of Protected Health Information (PHI), to guard against unauthorized access to records, to enable audits, and to simplify exchanges of information between providers.

After HIPAA was enacted the U.S. Department of Health and Human Services (HHS) issued both Privacy and Security Rules to guide healthcare providers through the implementation of HIPAA-compliant processes and procedures. The Privacy Rule was designed to encourage adoption of secure, effective ECM practices. The Security Rule called for administrative, technical and physical safeguards to protect patient data. Though more than twenty years old, providers must still comply with the HIPAA rules outlined below.

### **HIPAA Privacy Rules:**

- **Disclosure Tracking**—healthcare providers must track all disclosures of PHI to any internal or external third party. This includes doctors, insurance providers, billing and claims processors and all other entities that may have reason to view the information. This also includes disclosures through email, document share, export, print, or fax.
- **Protected Disclosure**—The Privacy Rule allows certain types of disclosures without patient authorization. These include 1) to the individual, 2) treatment, payment and healthcare operations, 3) disclosures with the opportunity to object, 4) incidental use, 5) public interest and benefit activities, and 6) release of a limited data set. Specific information must be captured for each disclosure and, in some situations, only a subset of the patient's record may be disclosed.
- **De-identification**—De-identification requires the user to strip all personally identifiable information (i.e., patient name, identity number, address, etc.) from the health document before it can be shared with others. There are no restrictions on the use of de-identified health information, much of which is used by the government, researchers and health organizations to compile statistics.
- **Patient Authorization**—A healthcare provider may not disclose PHI outside the scope of HIPAA regulations without prior written authorization from the patient. The authorization must be obtained, recorded and then maintained for a period of at least six years. Authorizations should be specific to the information being disclosed, the person disclosing and receiving the information, expiration, etc., so a separate authorization is often required for each disclosure.
- **Protected Electronic Transmission**—HIPAA regulations guard the transmission of electronic PHI. The healthcare provider must ensure the confidentiality, integrity, and availability of all electronic PHI created, received, maintained or transmitted. This applies to email servers including data at rest and data during transfer.

## HIPAA Security Rules:

**Controlled Information Access**—The Security Rule emphasizes procedures for clearly identifying those who need protected information access to complete their job function. Procedures should address access authorization, establishment, modification, and termination.

**Disaster Recovery**—Emergency response plans must identify data backup methods and schedules as part of a disaster recovery program.

**Technical Data Protection**—Electronic information systems must be protected from intrusion. Encryption is required when information flows over an open network. Entities must ensure information has not been changed or erased in an unauthorized manner.

**Internal Activity Audits Data Protection**—Internal audits should routinely review operations and activities to identify potential security violations.

Healthcare providers who do not comply with the HIPAA regulations are subject to hefty fines.

## Trend Three: Patient Problems

A recent study published in the Journal of Medical Practice Management found that 96% of patient complaints were related to customer service issues—not the expertise of the doctor.<sup>6</sup> Now, with the addition of the extra work from the EHR, and the addition of millions of new patients because of the Affordable Care Act (ACA), and an aging population, providers are falling even further behind and putting patients in danger. For example, if someone with a drug allergy walks into an emergency room and the doctor only looks at their EHR, they could miss a historically known drug allergy because it only exists on the older paper patient chart. The doctor may inadvertently prescribe or even administer something harmful!

## ECMNOW! Meets This Need

Navigating through a half paper and half electronic system can be difficult. By combining a few technologies, the process can become much less time-consuming. *ECMNOW!* can offer providers a cost-effective flexible solution to improve patient care by improving the flow of information.

## Issues and Technologies

### Imaging Software

Traditionally, capturing patient data has been a manual process. Patients filled out paper forms and healthcare workers maintained the paper patient files. Now, thanks to the transition to the EHR, patient files are digital. Providers may still use paper files, but they can now use imaging or capture software such as PaperVision® Capture to convert those files into digital images, using a scanner. These files are then sorted by type. Once the document has been classified, the capture software extracts the critical data from the document. This eliminates the need for manual data entry, reducing the time it takes to process documents, and increasing the accuracy of the data, saving providers valuable time and money. The information can now be sent to an ECM service.

### ECM Software and Services

Because the documents are digital and being stored in an ECM system, such as ImageSilo® or PaperVision® Enterprise, they are secure and safe from natural disaster. Documents in the ECM system can be stored on-premise or in the cloud, ensuring files are instantly searchable and securely available to not just the provider, but the patient themselves, ensuring providers stay in line with federal regulations.

### E-Forms

E-forms are a great way for providers to stop paper at its source. By converting paper forms to e-forms, patient information can be collected digitally—from the very beginning. PaperVision® E-Forms allows providers to create and manage any type of electronic form they would need: from patient records to accounting files, to employee paperwork—the uses are endless.

### Business Process Management (BPM) Software

Document routing then becomes a breeze when documents are stored in the ECM thanks to BPM software applications like PaperVision® Enterprise WorkFlow, which works seamlessly with the ECM. No matter where the document is in the process, the system automatically sends it to the proper people for processing, allowing documents to flow through business processes much more quickly. This reduces the time it takes to process not only patient records but regular documents related to business, saving the providers valuable time and money.

When combined, these technologies can dramatically simplify information management and flow to support and improve patient care and office processes.

### Case Study: Mental Health Center of Denver

The Mental Health Center of Denver (MHCD), a world-class mental health provider, faced the challenges of implementing an EHR system and quickly experienced the inefficiencies of mixing paper and digital records. After incorporating the EHR system, they turned to PaperVision Capture and PaperVision Enterprise for help. The organization recognizes the following measurable benefits from the implementation:



- Staff productivity has increased by 90%, now that retrieving a medical file takes 10 seconds, instead of a minute
- All documents are compliant and 100% protected from natural disaster, theft or loss.
- 1,315% ROI was achieved with a six-month payback, as verified by independent analysts at Nucleus Research. The center also saves \$259,625 annually.
- All documents are scanned in real time, so they are accessible right away.

“With the help of PaperVision Capture and PaperVision Enterprise, we’re able to ensure the protection of more than 10,000 records. Vulnerable information is no longer just sitting in drawers. And the cost savings are remarkable.”

- Mary Peelen, Director of Health Information Services, MHCD



### Case Study: Yuma District Hospital

In 2001, Yuma District Hospital realized they were running out of room. After 30 years in operation, they had accumulated millions of paper records. Today, they manage all medical records, financial documents, and the Patient Business Office files electronically. The organization recognizes the following measurable benefits from the implementation:



- Record retrieval times have been improved by 97%.
- All documents are compliant and 100% protected from natural disaster, theft or loss.
- Since implementation, they have saved over \$57,000 in office supplies.
- Customer service has significantly improved, because they can immediately answer questions customers have about their bills.

“ImageSilo has been a reliable, stable platform for us since the very beginning. We don’t have issues, and we don’t lose stuff like we used to. It keeps our productivity up, it keeps our organization structured, and it reduces our time. We wouldn’t change a thing!”

- Gina Eastin, Director of Revenue Cycle Services

### Matching Features to Customer Needs

The table below matches healthcare industry goals with *ECMNOW!* key features and benefits. It will help you build better sales demonstrations since you can show features critical to solving your prospect’s specific needs. In addition, you’ll be better equipped to answer common questions for prospects in this industry as you familiarize yourself with the content of the table below.

Healthcare Goal	ECMNOW! Feature	Advantage/Benefit
Move toward digital content	Convert paper records to electronic documents	Manage documents electronically to enhance productivity and cut costs on paper, postage, storage, and distribution
	PaperVision Capture	Automatically scan and index documents no matter the format they arrive in
	PaperVision Enterprise Directory Manager	Automate document capture, uploading, and indexing
	PaperVision Distribution Assistant	Unlimited external document distribution saves printing and postage by sharing documents electronically

Healthcare Goal	ECMNOW! Feature	Advantage/Benefit
Streamline records management	PaperVision Enterprise Workflow	Automate document-driven processes and enforce procedural steps to enhance efficiency and easily collaborate with multiple departments
	ImageSilo	Make information accessible from anywhere, anytime to increase productivity
	Search functions	Keyword and full-text searches locate files in seconds to reduce turnaround time and accelerate customer service
	PaperVision® Enterprise Report Management	Automatically index and store computer-generated reports, reducing distribution costs and eliminating the need for paper storage
	Integration capabilities and PaperVision Enterprise Tools	Allow users to access any stored document without leaving Microsoft® Office or their primary line-of-business application

Healthcare Goal	ECMNOW! Feature	Advantage/Benefit
Protect sensitive PHI and comply with HIPAA	ImageSilo and PaperVision Enterprise	<p>Audit tracking shows who accessed what information and for what reason</p> <p>Enhanced auditing protects sensitive information from being released to non-qualified individuals</p> <p>Redaction conceals protected patient information prior to distribution</p> <p>Data security only grants staff access to the information they are approved to see</p> <p>Data is securely protected during transmission and at rest</p> <p>Data is securely stored in the cloud, making disaster recovery easier</p>
Control costs	<p>ImageSilo and PaperVision Enterprise</p> <p>PaperVision® Forms Magic</p>	<p>Manage documents electronically to enhance productivity and cut costs on paper, postage, storage, and distribution</p> <p>Eliminate manual data entry by extracting important information from files as they are scanned</p>
Leverage existing infrastructure	ImageSilo	No need to purchase additional servers or hardware by utilizing the equipment your prospects already have



## Ask for Help

If you're still feeling a little intimidated by this new market and technology, Digitech Systems can help! Our Sales Engineers are available to assist you with demonstrations of the technology. They can help you figure out how the technology's capabilities match up to your customer's needs, and they will help you customize a presentation specific to your prospect's environment, improving your chances of winning the business. Best of all, our CDMs are also familiar with all of the marketing materials available to help you not only explain but also sell this exciting technology to your customers. These materials include all of the following items. If you want help understanding what is available and how to use it, contact your CDM today.

- **Industry Infographic** – This simple, visual explanation of the industry concerns and benefits of *ECMNOW!* makes a great leave behind after a sales call and will garner leads when used as click-through content for your website or social media activity.
- **Postcard Mailers** – direct mail is still a great way to contact your prospect. These are designed to generate interest.
- **Web Banners** – Place these banners on your website and link to more information such as the healthcare industry brief or advertisement.
- **Email Campaigns** – Another great way to get in front of your prospect, these campaigns are designed to general interest, educate and convince your prospect.
- **Advertisements** – do you advertise in any trade publications? These pre-designed ads are will generate interest and you can customize them to suit you or the publications needs
- **Briefs** – If your prospect isn't sure about federal regulations, send them the brief on HIPAA and the brief on the healthcare industry to educate them on what it is they need to be doing.
- **Recorded Slides** – Check MyDSI to access a set of recorded slides available for you to post on your website or send to prospects.
- **Case Studies** – Keep your eyes open as we publish more new stories about how *ECMNOW!* is solving real customer problems.

Digitech Systems Professional Services will assist with the implementation of the entire *ECMNOW!* suite of content management products. They will provide a Statement of Work along with detailed analysis of the costs associated with your project. With their help, you're assured of a successful implementation that helps solve even the most complex data challenge. You'll look like a genius, and business will boom. Visit [www.digitechps.com](http://www.digitechps.com) to learn more.

## Conclusion

As providers navigate the changing healthcare landscape, being able to identify and implement long-term technology solutions that decrease costs—but enhance patient care—has become increasingly important. The healthcare market represents a significant sales opportunity for Digitech Systems resellers who can help providers reach this goal. Solving data management problems by combining it with the other issues providers may be having may require more than a single technology solution. Rather than selling just the ECM component of the solution, you will begin to see significant growth if you combine technologies such as e-forms to collect patient data, forms processing to automatically extract data from scanned documents, and workflow to route information through processes. By moving to an ECM system, your prospect will be able to improve efficiency, gain control, and save money. Providers will benefit from reduced operating expenses and improved patient care, and you will see your profits rise.

## Additional Resources

There are a lot more opportunities to learn about the healthcare industry! Take advantage of the resources below to answer your questions and provide additional guidance.

### Digitech Systems

At Digitech Systems, ECM is our bread and butter. We want to help you understand what ECM is and our website is one of the best places for you to learn more about the technology, accompanying products, education and expertise we offer.

[www.digitechsystems.com](http://www.digitechsystems.com)

[www.digitechsystems.com/you-inc/healthcare](http://www.digitechsystems.com/you-inc/healthcare)

### AIIM

Get more information on ECM news and industry research from the ECM industry perspective. This organization follows the industry closely, including the capture market, for news, updates, market watch and more.

[www.aiim.org](http://www.aiim.org)

### American Medical Association (AMA)

The AMA is working to enhance the delivery of care and enable physicians and health teams to partner with patients to achieve better health.

[www.ama-assn.org](http://www.ama-assn.org)

### US Department of Health and Human Services (HHS)

The Department of Health and Human Services (HHS) is the United States government's principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves. The Health and Human Services' Office for Civil Rights has authority for overseeing and enforcing the Security and Privacy Rules.

[www.hhs.gov](http://www.hhs.gov)

## Vocabulary and Terminology

### American Recovery and Reinvestment Act (ARRA)

Commonly referred to as the economic stimulus package or the recovery act, this legislation was passed on Feb. 13, 2009. The bill's three primary goals were to create new jobs and save existing ones, to spur economic activity and invest in long-term growth, and to foster unprecedented levels of accountability and transparency in government spending. The bill included \$224 billion for healthcare and education.

### Business Process Management (BPM) or Workflow

BPM utilizes imaging technology to create digital records that can be automatically routed through business processes with workflow applications. PaperVision Enterprise WorkFlow is a BPM application.

### Cloud Services

Cloud services provide an alternative way for companies to run their business. Instead of developing, maintaining and running content management applications themselves, businesses simply access everything they need through the internet. ImageSilo is a cloud ECM application.

### ECM Software and Services

ECM provides businesses with the ability to capture, manage, store and securely access any information, including electronic files, paper documents, images, and email that delivers any document, anywhere, anytime on virtually any device.

### E-forms

E-forms are electronic versions of paper forms. By converting paper forms to e-forms, all information can be collected digitally. PaperVision E-Forms allows providers to create and manage any type of form they would need: from patient records to AP/AR files, to employee paperwork, etc.

### Electronic Health Records (EHR)

Electronic health records are patient records that go beyond standard medical records. The EHR contains information from all the clinics involved in a patient's care. They also share information with other healthcare providers, such as laboratories and specialists. EHRs follow patients no matter who they see or where they go and are accessible to the patient themselves.

### Electronic Medical Records (EMR)

Electronic medical records are digital versions of paper charts in clinician offices, clinics, and hospitals. EMRs are more valuable than paper records because they enable providers to track data over time, identify patients for preventive visits and screenings, monitor patients, and improve healthcare quality. However, EMRs do not meet the HIPAA standards for meaningful use because they are not accessible by the patient themselves and are limited to a single office.

## Health Information Technology (Health IT) Plan

The Health IT Plan is a governmental initiative allowing comprehensive management of medical information and its secure exchange between healthcare consumers and providers. Electronic health records should be offered to all Americans. Health IT is designed to improve healthcare quality, prevent medical records errors, reduce healthcare costs, increase administrative efficiencies, decrease paperwork and expand access to affordable care.

## Health Insurance Portability and Accountability Act of 1996 (HIPAA)

HIPAA is a federal law allowing persons to qualify immediately for comparable health insurance coverage when they change their employment relationships. HIPAA has the authority to mandate the use of standards for the electronic exchange of healthcare data; to specify what medical and administrative code sets should be used within those standards; to require the use of national identification systems for healthcare patients, providers, payers (or plans), and employers (or sponsors); and to specify the types of measures required to protect the security and privacy of PHI.

## Imaging Technologies

Imaging technologies work with scanners to convert paper documents into electronic image files, making them ready to move to the ECM for storage. PaperVision Capture is an imaging application.

## Protected Health Information (PHI)

PHI is personal or individually identifiable health information. It's also referred to as Electronic Protected Health Information (EPHI).

## ECMNOW! Healthcare Case Studies

For more real-world applications and testimonials on how healthcare companies are using the ECMNOW! product suite to enhance efficiency, gain control and save money, please visit MyDSI or [www.digitechsystems.com/category/resources/news/case-studies/](http://www.digitechsystems.com/category/resources/news/case-studies/)



Advocate Healthcare eliminated paper storage, streamlined retirement plan calculations, and provides benefits to 50,000 with 4.5 staff members using ImageSilo.



All Island Gastroenterology saw 879% ROI and saves \$435,687 with PaperVision Enterprise.



Arapahoe/Douglas Mental Health improved productivity by 31% with PaperVision Enterprise.



PaperVision Enterprise helped the Children's Hospital of New Orleans reduce document retrieval times from 30 minutes to 2 minutes!



Community Reach Center eliminated \$13,000 in annual offsite storage costs with ECMNOW!



With the help of PaperVision Capture and PaperVision Enterprise, Family Health West has saved over 75% in storage costs and increased records management productivity by 555%!



Frisbie Memorial Hospital improved patient inquiry response time by 30 minutes and saves lives with ECMNOW!



The Human Development Center moved away from paper charts gracefully with ImageSilo. Today, the center locates documents two weeks faster and saves thousands of dollars in the process each year!



Mental Health Center of Denver achieved 1,315% ROI and saves \$260,000 with PaperVision Enterprise.



ImageSilo helped National Jewish Medical and Research Center improve information security in compliance with HIPAA regulations.





ImageSilo helped Netcare Access to reduce patient intake processes to seconds, saving 4,167 hours annually!



Rockland Eye has a new exam room thanks to space reallocation, which brings in \$75,000 each year with *ECMNOW!*



Surgery Center Cedar Rapids has increased efficiency by cutting their retrieval time, gained control by storing their records electronically, and saved money on archiving, scanning, and storage fees with *ECMNOW!*



ImageSilo offers the University of Illinois Medical Center a comprehensive reporting and auditing structure, allowing for a 100% HIPAA-compliant solution.



Yuma District Hospital has reclaimed storage space, improved records retrieval times by 97% and saved money by implementing ImageSilo and PaperVision Enterprise.

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## Digitech Systems, LLC

Digitech Systems, LLC enables businesses of any size to more effectively and securely manage, retrieve and store corporate information of any kind using either PaperVision Enterprise content management (ECM) software or the world's most trusted cloud-based ECM service, ImageSilo. By significantly reducing the cost, Digitech Systems has moved ECM from a luxury convenience to an essential element for every well-managed business.

Digitech Systems continues to raise the standard of excellence in the ECM sector, as evidenced by the numerous awards they have received including the *InfoWorld* 100, *CRN*'s Emerging Tech Dynamos and multiple Nucleus Research ROI Awards. In addition, Buyer's Lab has recognized both PaperVision Capture and PaperVision Enterprise as the best products in the enterprise capture and ECM fields. To learn more about the company's software and services that deliver any document, anywhere, anytime, visit [www.digitechsystems.com](http://www.digitechsystems.com).

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