

Kettering Health Network Phynd Physician Data in a Flash

5/19/2017

Agenda

Time	Item	Objectives	Discussion Lead
9:00a – 9:05a	Agenda Review and Team Introductions	<ul style="list-style-type: none"> • Review agenda and objectives • Introduce team members • Identify additional items for discussion 	Dr. Watson / Will
9:05a – 9:15a	Phynd Platform Review	<ul style="list-style-type: none"> • Overview of the Phynd platform / What is it? / How does it work? 	Will
9:15a – 9:25a	Kettering's History with Phynd	<ul style="list-style-type: none"> • Initial Project Scope and Goals • Current Setup • Workflow Diagram 	Julie
9:25a – 9:45a	Functionality Review / Demo	<ul style="list-style-type: none"> • Review key tools within UI • High-level Demo 	Luis
9:45a – 10:00a	Phynd A Doc	<ul style="list-style-type: none"> • New Enhancement Review 	Luis / Will

Phynd Presenters



**Will Baker, MSHI,
CPHIMS**
VP Client Engagement



Luis Hernandez
Client Success Manager



Julie Gedart MSN, RN-BC
Phynd Administrator



Charles Watson, DO
CMIO
Executive Sponsor

PHYND PLATFORM REVIEW

The Phynd **Unified Provider Management (UPM) Platform**
enables healthcare organizations to

gather, manage, and securely share

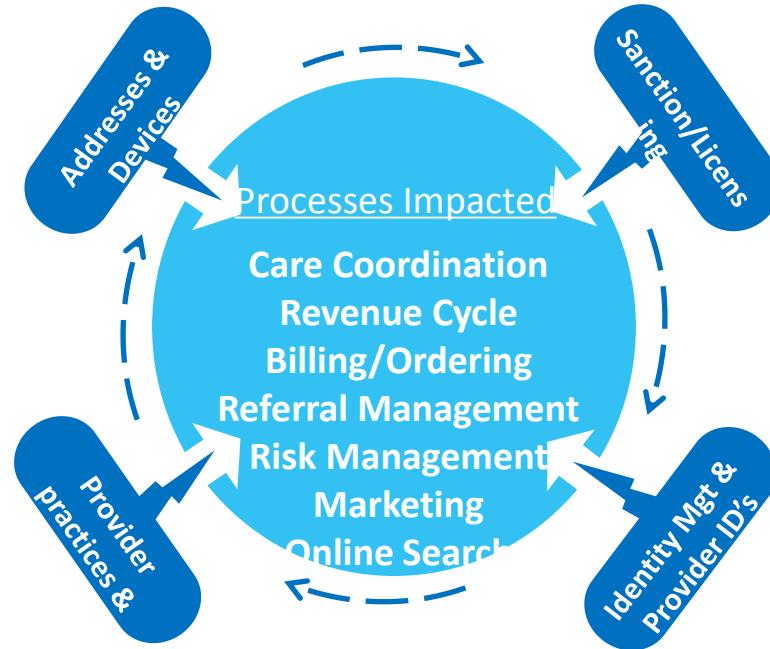
accurate information about one of their most important assets,
the provider!

Siloed Data Challenges

Hospitals have 1,000s of licensed providers

- Referring
- Credentialed
- APRNs
- Residents
- Practitioners
- Technologists

With millions of data elements



Provider Data Pain Points



Multiple, potentially dozens of silo'ed Systems

EMR, Physician Services, Referral Marketing, Proprietary Databases



Millions of changing data elements in large organizations

EMR profiles and Credentialing profiles are locked. Were not intended for provider data management



New providers delay revenue

Getting new providers into rev cycle and other systems is a manual process.



Providers change 2.4% of their data monthly*

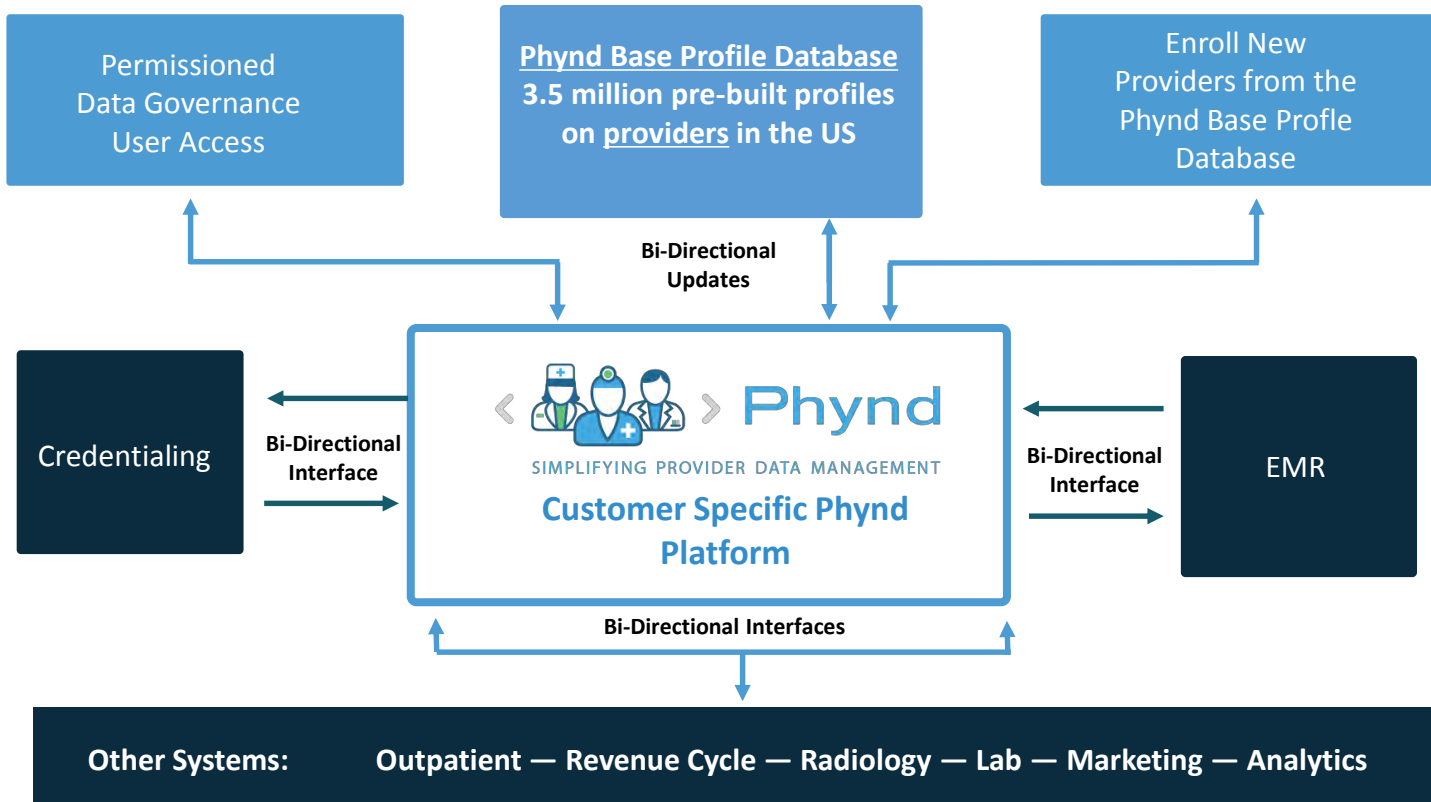
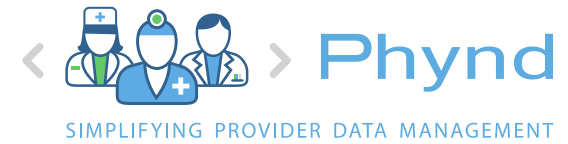
Not manageable with manual systems



Who are your providers?

Merging/Acquiring Hospitals, ACOs and others integrating provider data from separate systems is very complicated/expensive

How Phynd fits in a Healthcare Organization



Representative Phynd Clients



PHYND & KETTERING HISTORY

Why did Kettering Select Phynd?



Provided Ownership for Epic Provider Record

Onboarding, Off-Boarding



Ownership of Provider Demographic Updates

Caused issues with Patient confidentiality, Patient Provider Satisfaction, Corporate Compliance, Completeness of Patient EHR, Results Routing



Data Consolidation

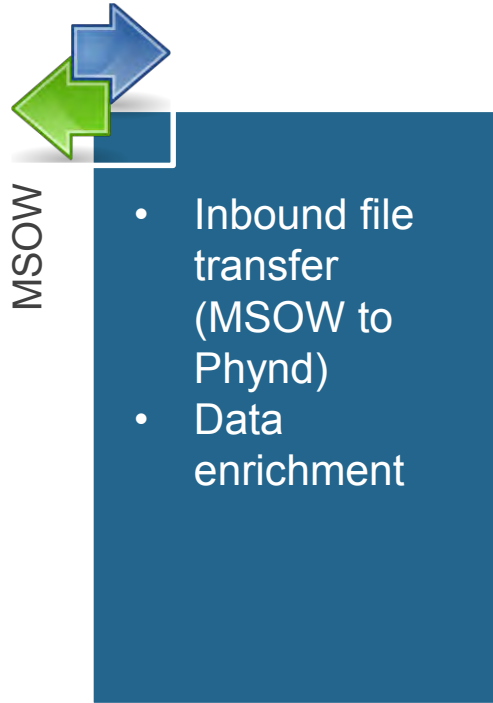
Ability to merger EHR and MSO into a single profile view



External Data Enrichment

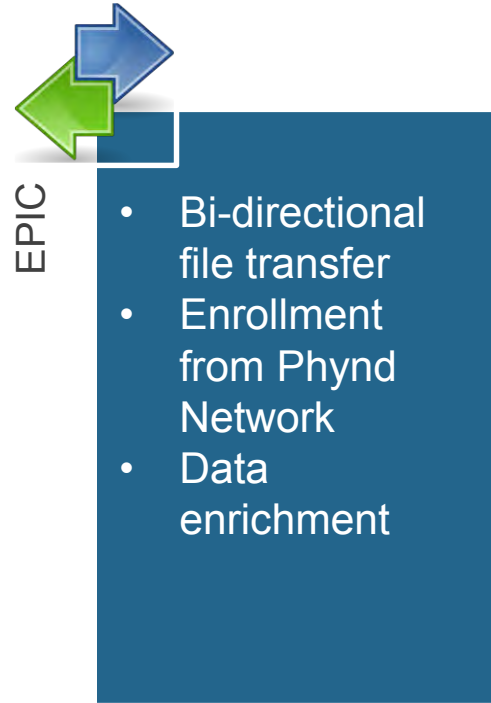
Phynd is capable of auditing (holding) external data until end users approve, all major source updates are listed in a single view. (State, NPI, DEA, OIG, CMS)

Implementation Milestones



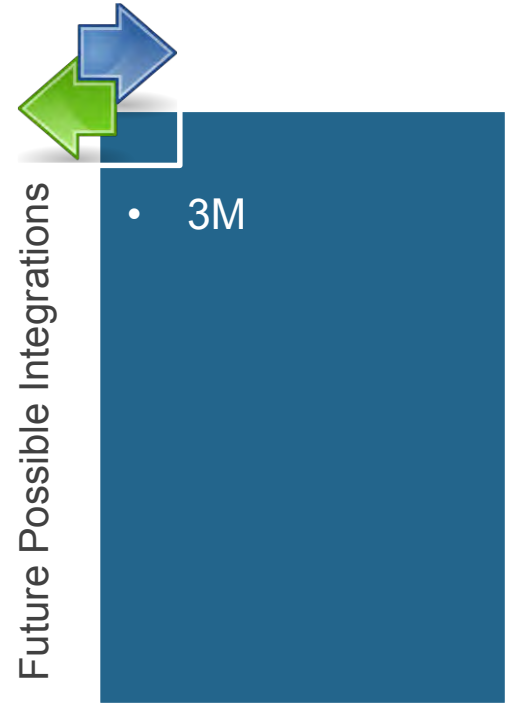
MSOW

- Inbound file transfer (MSOW to Phynd)
- Data enrichment



EPIC

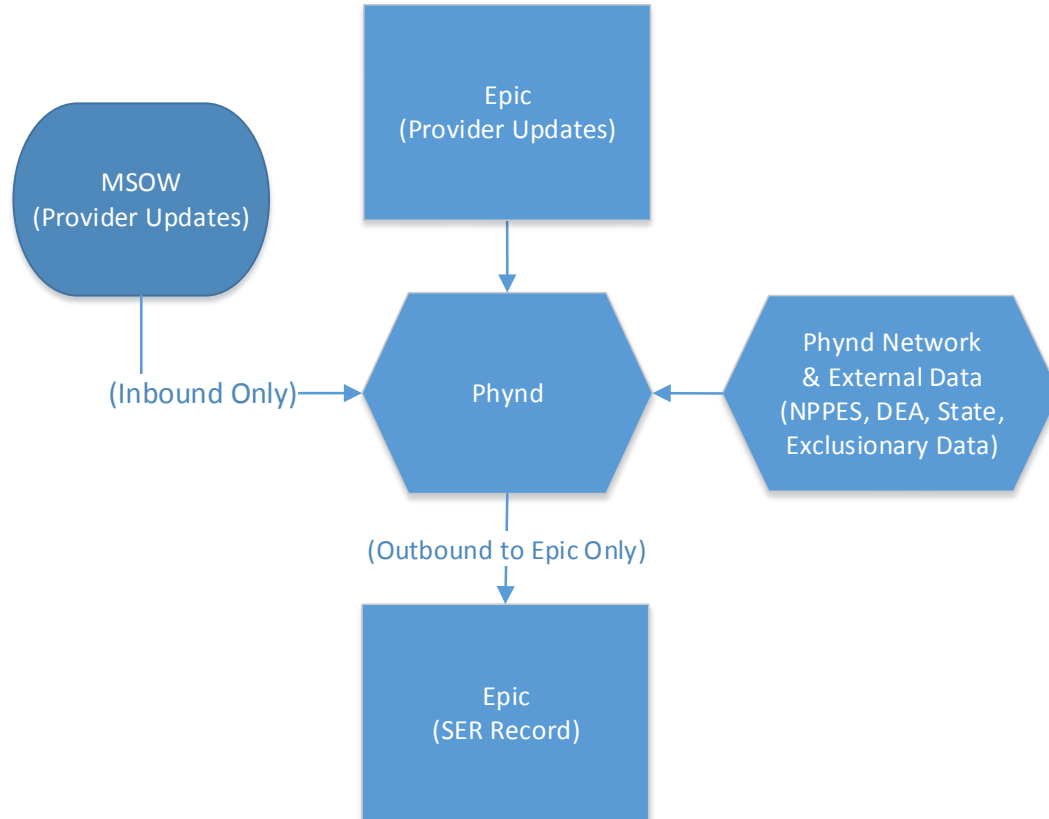
- Bi-directional file transfer
- Enrollment from Phynd Network
- Data enrichment



Future Possible Integrations

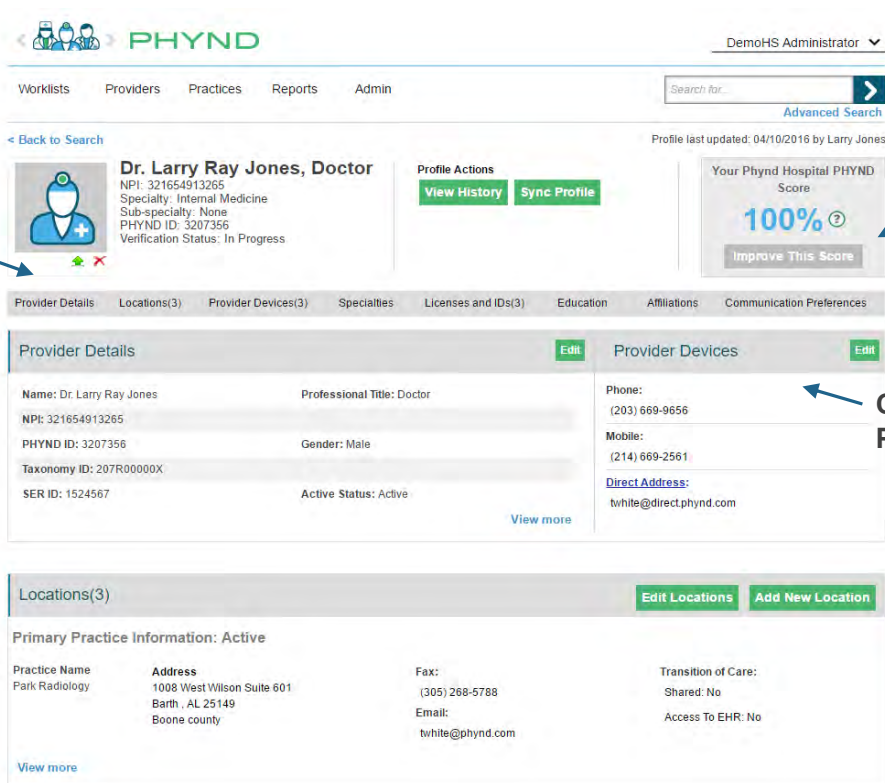
- 3M

Kettering Workflow Diagram



FUNCTIONALITY REVIEW / DEMO

One Profile Per Provider



Provider Info →

Phynd Score →

Provider ID's →

Communication Preferences →

Logic Based Addresses →

Custom Fields →

Provider Profile: Dr. Larry Ray Jones, Doctor

Profile last updated: 04/10/2016 by Larry Jones

Profile Actions: View History | Sync Profile

Your Phynd Hospital Phynd Score: 100% (2) Improve This Score

Provider Details: Edit

Name: Dr. Larry Ray Jones	Professional Title: Doctor
NPI: 321654913265	
PHYND ID: 3207356	Gender: Male
Taxonomy ID: 207R00000X	
SER ID: 1524567	Active Status: Active

[View more](#)

Provider Devices: Edit

Phone: (203) 669-9656
Mobile: (214) 669-2561
Direct Address: twwhite@direct.phynd.com

Locations(3): Edit Locations | Add New Location

Primary Practice Information: Active

Practice Name: Park Radiology	Address: 1008 West Wilson Suite 601 Barth, AL 25149 Boone county	Fax: (305) 268-5788	Transition of Care: Shared: No
		Email: twwhite@phynd.com	Access To EHR: No

[View more](#)

Permissioned Access & Data Governance



Phynd users are anyone who engages with a provider and can curate their data

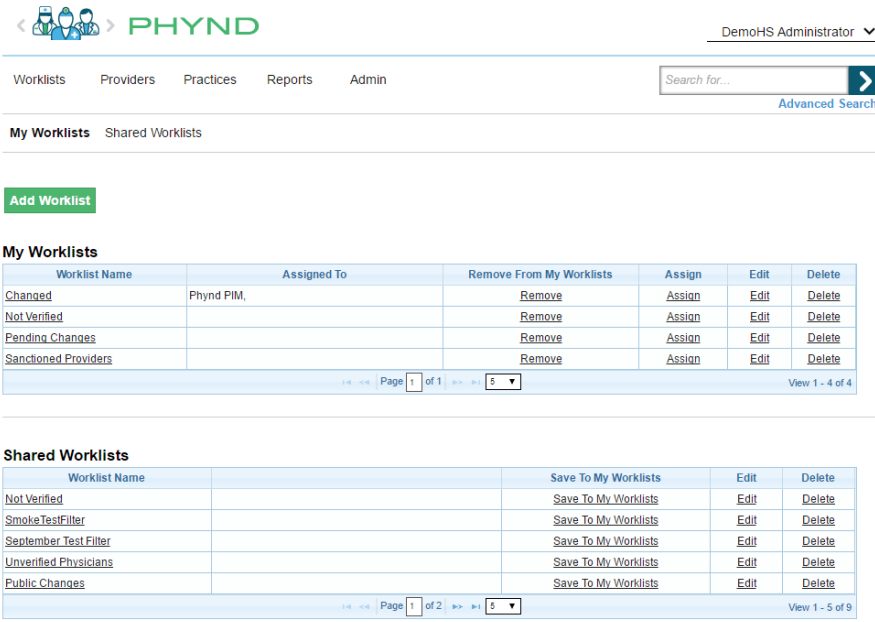
	Care Provider*	User	Group Admin	Administrator
Edit Provider Data				
Search Providers				
Enroll Providers				
Create/Manage Users				
Create/Manage Group Admins				
Run Reports				
Security Settings				
Full Access				
* Provider can only edit her/her <u>own</u> profile and search for other providers				

Users Come from: Registration, Scheduling, Ancillary Depts, Referral Call Centers, Clinics, Marketing, Physician Services, Insurance, EMR Security, MSO

There are 100s of Phynd users in a hospital

Work-flow Driven Tools

- Designed for hierarchical dept. data governance
- Worklists to review and approve changes
- Changes: auto accept or sent to a worklist
- Worklist Examples:
 - Pending Changes
 - Newly Enrolled Providers
 - Sanction/Exclusion
 - Licensure Tracking



The screenshot shows the Phynd web application interface. At the top, there is a navigation bar with the Phynd logo and the text 'SIMPLIFYING PROVIDER DATA MANAGEMENT'. Below the navigation bar, there is a search bar and a dropdown menu for 'DemoHS Administrator'. The main content area is divided into two sections: 'My Worklists' and 'Shared Worklists'.

My Worklists

Worklist Name	Assigned To	Remove From My Worklists	Assign	Edit	Delete
Changed	Phynd PIM,	Remove	Assign	Edit	Delete
Not Verified		Remove	Assign	Edit	Delete
Pending Changes		Remove	Assign	Edit	Delete
Sanctioned Providers		Remove	Assign	Edit	Delete

Page 1 of 1

Shared Worklists

Worklist Name	Save To My Worklists	Edit	Delete
Not Verified	Save To My Worklists	Edit	Delete
Smoke Test Filter	Save To My Worklists	Edit	Delete
September Test Filter	Save To My Worklists	Edit	Delete
Unverified Physicians	Save To My Worklists	Edit	Delete
Public Changes	Save To My Worklists	Edit	Delete

Page 1 of 2

USPS Address Standardization



USPS Address Standardization

- Normalization and synchronization of all addresses sent to Phynd against USPS database
- Work list enhancements to guide the workflow in reviewing non-compliant addresses

Notes on formatting from USPS

- Abbreviations will be used for all common address values such as St., Ave., and Pkwy.
- Zip codes will use either 5 or 9 digits, depending on length sent to Phynd. If 9 digit then Phynd will add hyphen: Ex. '68845-3625'
- Spelling will be corrected for values such as City, State, Street name

Address Confidence Ranking

Confidence Ranking is a process which allows Phynd to compare all addresses for a provider and offer our clients only the best possible addresses for that provider. If the address does not achieve a high enough confidence ranking it will not be shown in the Phynd Network work list for consideration.

The Confidence Ranking is calculated by a series of checks and comparisons such as:

- How many other HSs share this same address
- Has a person verified this address
- How many external sources have this same address
- Could this address be found in USPS database

Please note this is an optional feature and will only impact address after the feature is activated.

On Demand Data Reporting



- Easily identify data issues
- Reports are divided into two major sections: (Favorites and All Reports)
- Reports offered in three types (Standard Report, Standard Report with Custom Fields and *HS Specific Custom Reports)
- Operationally focused – Pending changes, License Expiration, Missing Data, New Providers
- Live Reports

The screenshot displays the Phynd web interface. At the top, there is a navigation bar with 'Worklists', 'Providers', 'Practices', 'Reports', and 'Admin'. A search bar is on the right. Below the navigation, there is a 'Back to Reports' link and the report title 'Pending Changes by Address'. The report includes several filter fields: 'Start Date' (08/01/2016), 'End Date' (09/06/2016), 'State' (1 out of 53 selected), 'City' (Select...), and 'Zip'. A 'Credentialed/Referring' dropdown is set to 'ALL'. A 'Run Report' button is on the right. Below the filters, a table shows the results of the report. The table has columns for Lastname, Firstname, NPI, Field Changed, Street, City, State, Zip, Pending Value, Related Location, Date Changed, Changed By, and Comments. The table contains several rows of data, including entries for 'UW/T0001' and 'UW/T0001' with various field changes and dates.

Lastname	Firstname	NPI	Field Changed	Street	City	State	Zip	Pending Value	Related Location	Date Changed	Changed By	Comments
		UW/T0001	Address1	500 Street	New Haven	CT	77025	850 Blue Street		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	Address1	500 Street	New Haven	CT	77025	650 Blue Street		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	City	800 Street	New Haven	CT	77025	New Haven		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	City	500 Street	New Haven	CT	77025	New Haven		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	ClientEmvid	500 Street	New Haven	CT	77025	1		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	ClientEmvid	800 Street	New Haven	CT	77025	1		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	ContactPurpose	500 Street	New Haven	CT	77025	1		8/8/2016 8:57:52 AM	Internal	
		UW/T0001	ContactPurpose	500 Street	New Haven	CT	77025	1		8/8/2016 8:57:52 AM	Internal	

PHYND A DOC

Phynd A Doc



Profile data from Phynd (including multi-media)



Real-time API into customer public website



Custom search algorithms to weight searches for health systems



Indexed by provider clinical interest

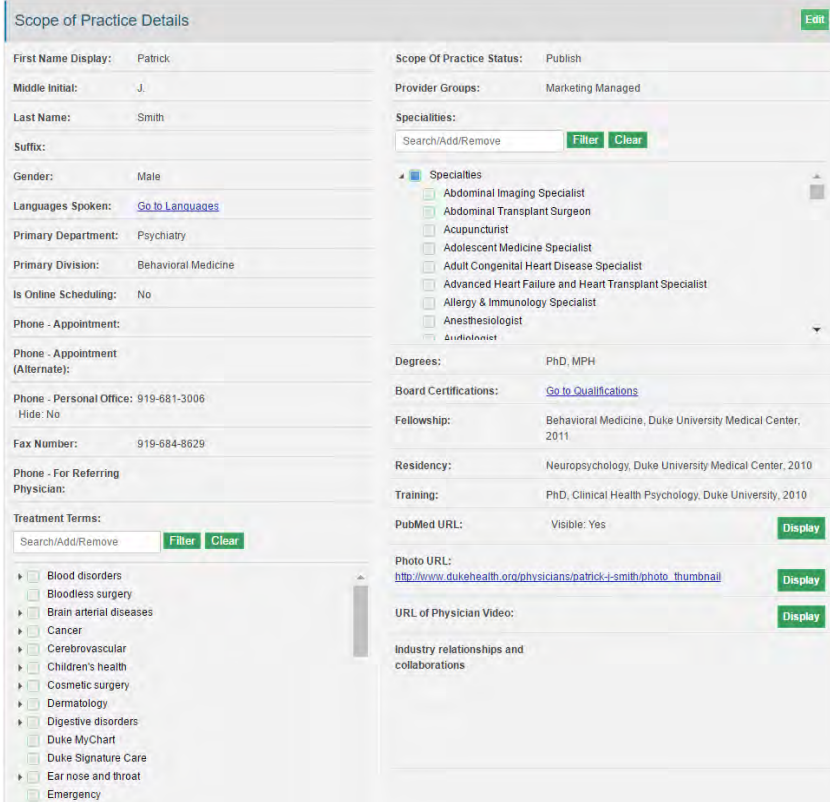


Location management (Providers, location info)

Scope of Practice

Scope of Practice Details:

- Profile view will allow end user to edit all items that will ultimately be listed on the client directory via website.
- Fields are linked together with other sections of profile (Education, Languages)
- Admins have the ability to limit view and editing rights



Scope of Practice Details Edit

First Name Display:	Patrick	Scope Of Practice Status:	Publish
Middle Initial:	J.	Provider Groups:	Marketing Managed
Last Name:	Smith	Specialties:	Search/Add/Remove Filter Clear
Suffix:			
Gender:	Male	Specialties:	<ul style="list-style-type: none">Abdominal Imaging SpecialistAbdominal Transplant SurgeonAcupuncturistAdolescent Medicine SpecialistAdult Congenital Heart Disease SpecialistAdvanced Heart Failure and Heart Transplant SpecialistAllergy & Immunology SpecialistAnesthesiologistCardiologist
Languages Spoken:	Go to Languages	Degrees:	PhD, MPH
Primary Department:	Psychiatry	Board Certifications:	Go to Qualifications
Primary Division:	Behavioral Medicine	Fellowship:	Behavioral Medicine, Duke University Medical Center, 2011
Is Online Scheduling:	No	Residency:	Neuropsychology, Duke University Medical Center, 2010
Phone - Appointment:		Training:	PhD, Clinical Health Psychology, Duke University, 2010
Phone - Appointment (Alternate):		PubMed URL:	Visible: Yes Display
Phone - Personal Office:	919-681-3006	Photo URL:	http://www.dukehealth.org/physicians/patrick-j-smith/photo_thumbnail Display
Hide:	No	URL of Physician Video:	Display
Fax Number:	919-684-8629	Industry relationships and collaborations:	
Phone - For Referring Physician:			
Treatment Terms:	Search/Add/Remove Filter Clear		
	<ul style="list-style-type: none">Blood disordersBloodless surgeryBrain arterial diseasesCancerCerebrovascularChildren's healthCosmetic surgeryDermatologyDigestive disordersDuke MyChartDuke Signature CareEar nose and throatEmergency		

Location Management

Key Points:

- Allows users to manage locations within a single management tool
- Ability to add additional locations
- Ability to assign additional locations to group
- Ability to edit address
- Each location can have specific map links added to reflect on client directory website.

Drag a column header and drop it here to group by that column

Location Name	Location Category	Assigned Providers	Active Status	Action
Oral and Maxillofacial Surgery Associates Durham	Affiliated	4	●	Edit Delete Assign Providers
Oral and Maxillofacial Surgery Associates Chapel Hill	Affiliated	1	●	Edit Delete Assign Providers
Novant Health Durham Internal Medicine Associates	Affiliated	9	●	Edit Delete Assign Providers
North Carolina Eye, Ear, Nose & Throat	Affiliated	9	●	Edit Delete Assign Providers
New Bern Ridge Dental Center	Affiliated	1	●	Edit Delete Assign Providers
Aesthetic Plastic Surgery	Affiliated	1	●	Edit Delete Assign Providers
Lincoln Community Health Center	Affiliated	12	●	Edit Delete Assign Providers
Lakewood Pediatrics and Family Medicine	Affiliated	4	●	Edit Delete Assign Providers
Practice of J. Stuart McCracken, MD	Affiliated	1	●	Edit Delete Assign Providers
Integrative Physicians, PC	Affiliated	1	●	Edit Delete Assign Providers
Impact Orthopaedics, PA	Affiliated	1	●	Edit Delete Assign Providers
Practice of Garrett S. Bressler, MD	Affiliated	1	●	Edit Delete Assign Providers
Foot and Ankle Center of Durham	Affiliated	1	●	Edit Delete Assign Providers
Foot and Ankle Associates of NC	Affiliated	1	●	Edit Delete Assign Providers
Eye Institute of NC	Affiliated	1	●	Edit Delete Assign Providers
Durham Women's Clinic	Affiliated	6	●	Edit Delete Assign Providers
Durham Radiology Associates	Affiliated	18	●	Edit Delete Assign Providers
Durham Nephrology Associates	Affiliated	5	●	Edit Delete Assign Providers
Duke Regional Hospital Emergency Department	Affiliated	17	●	Edit Delete Assign Providers
Premier Hematology and Tele-Oncology Center	Affiliated	1	●	Edit Delete Assign Providers

41 - 60 of 384 items

Contact Information

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