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	• Review agenda and objectives • Introduce team members • Identify additional items for discussion	Dr. Watson / Will
9:05a – 9:15a	Phynd Platform Review	• Overview of the Phynd platform / What is it? / How does it work?	Will
9:15a – 9:25a	Kettering's History with Phynd	• Initial Project Scope and Goals • Current Setup • Workflow Diagram	Julie
9:25a – 9:45a	Functionality Review / Demo	• Review key tools within UI • High-level Demo	Luis
9:45a – 10:00a	Phynd A Doc	• 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
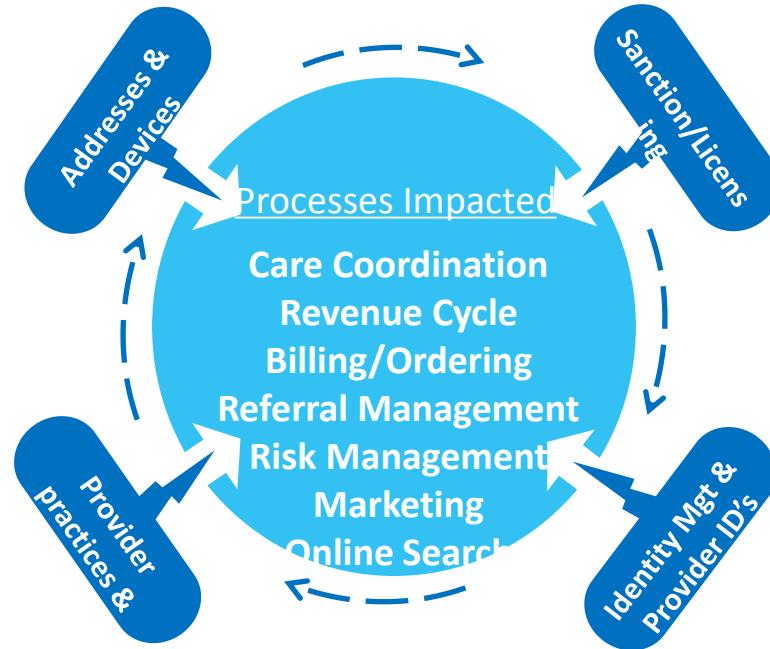
gather, manage, and securely share

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

Processes Impacted

Care Coordination
Revenue Cycle
Billing/Ordering
Referral Management
Risk Management
Marketing
Online Search

Addresses & Devices

Sanction/Licensing

Provider practices &

Identity Mgt & Provider ID's

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.
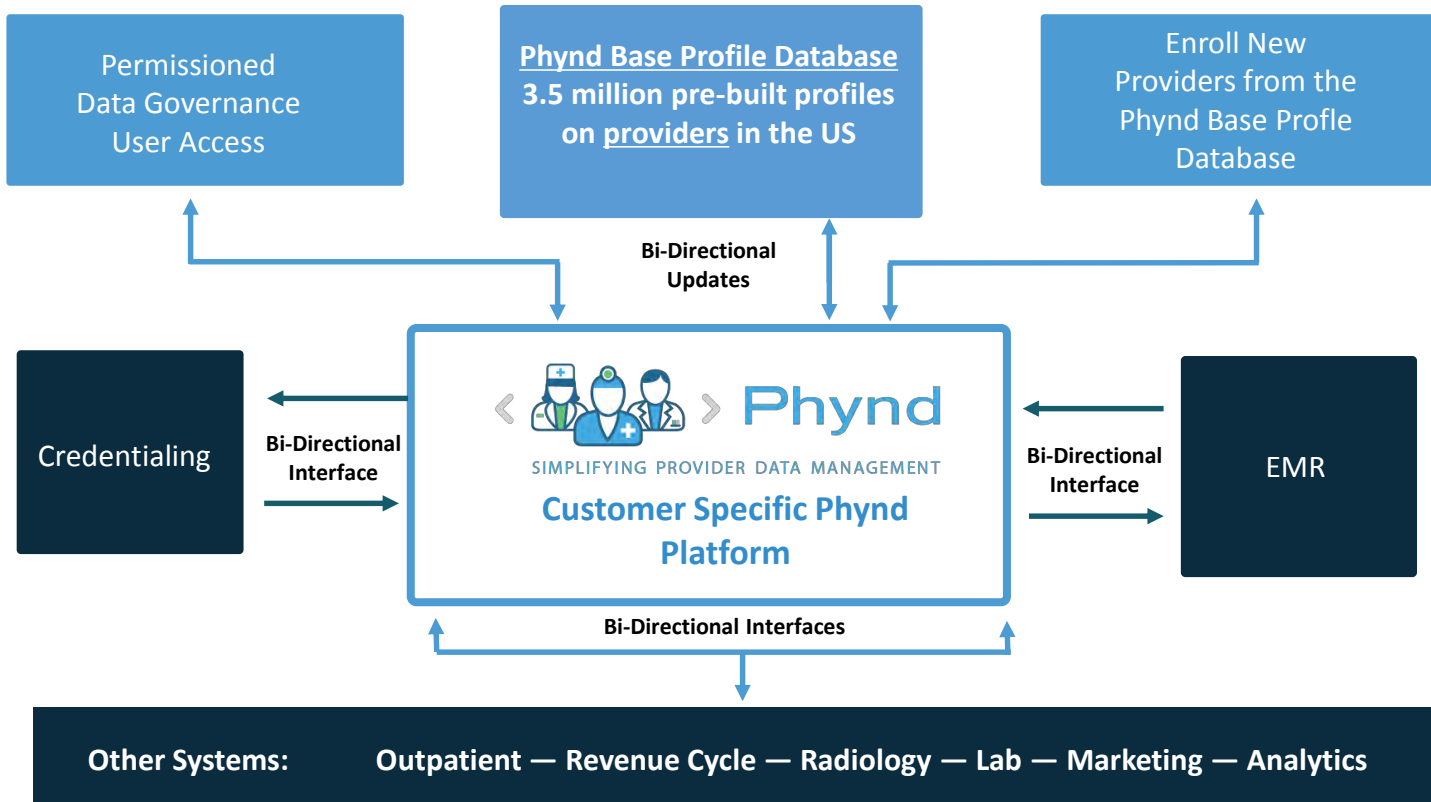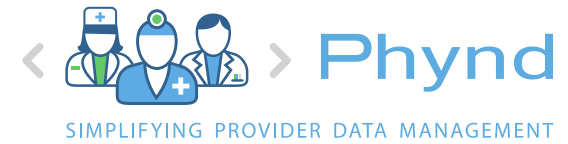
Providers change 2.4% of their data monthly*
Not manageable with manual systems

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

Phynd

SIMPLIFYING PROVIDER DATA MANAGEMENT

Permissioned Data Governance User Access

Phynd Base Profile Database
3.5 million pre-built profiles on providers in the US

Enroll New Providers from the Phynd Base Profle Database

Bi-Directional Updates

Customer Specific Phynd Platform

Credentialing

Bi-Directional Interface

EMR

Bi-Directional Interface

Bi-Directional Interfaces

Other Systems: **Outpatient — Revenue Cycle — Radiology — Lab — Marketing — Analytics**

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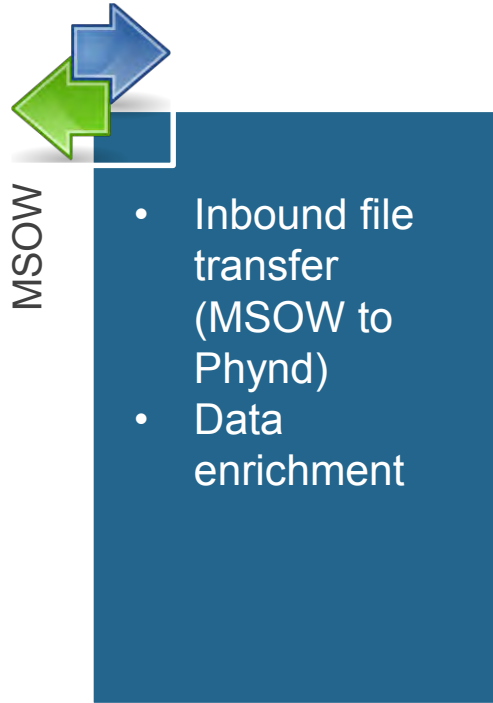
External Data Enrichment
Phynd is capable of auditing (holding) external data until end users approve, all major source updates are listed in a single view. (State, NPI, DEA, OIG, CMS)
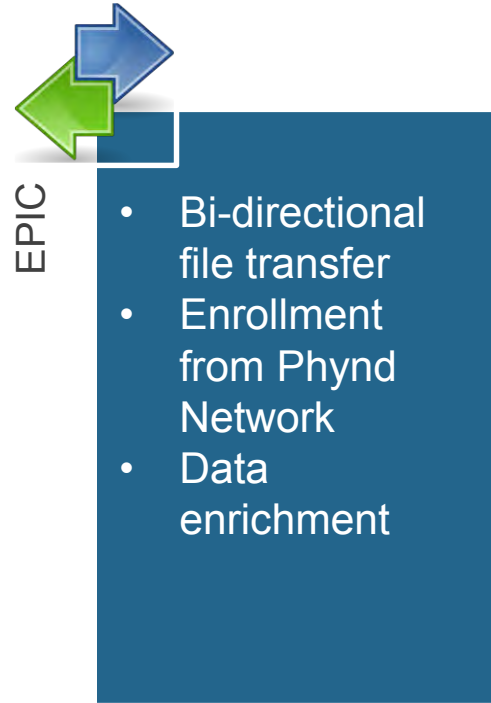
Implementation Milestones
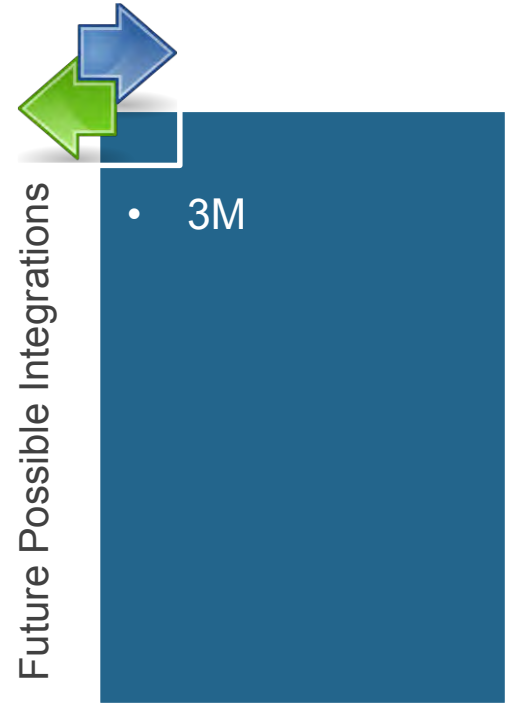
MSOW

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

EPIC

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

Future Possible Integrations

- 3M
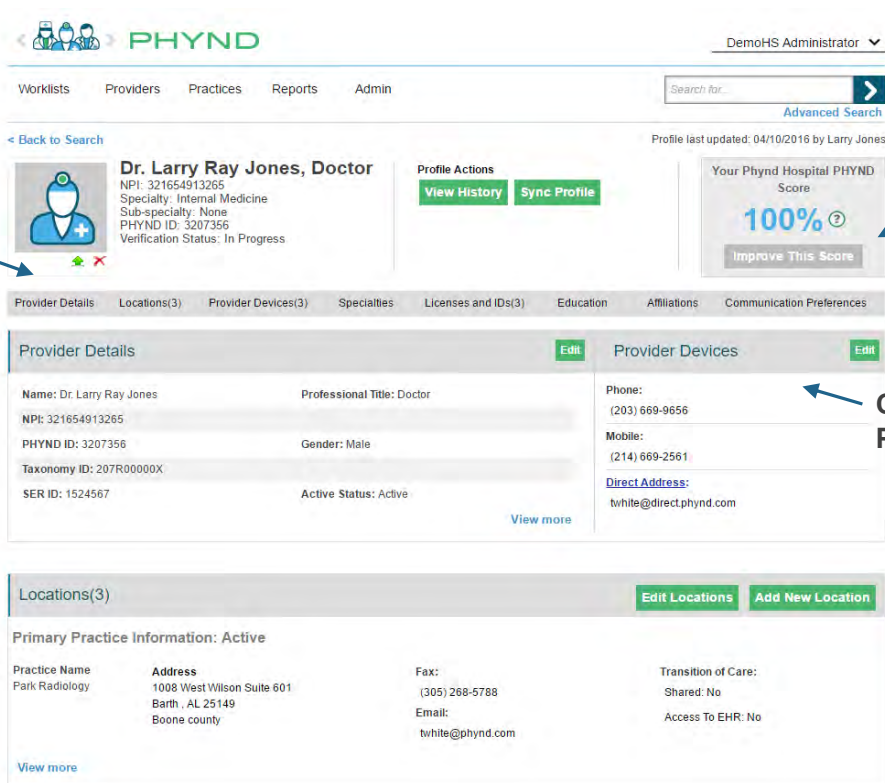
Phynd

Kettering Workflow Diagram
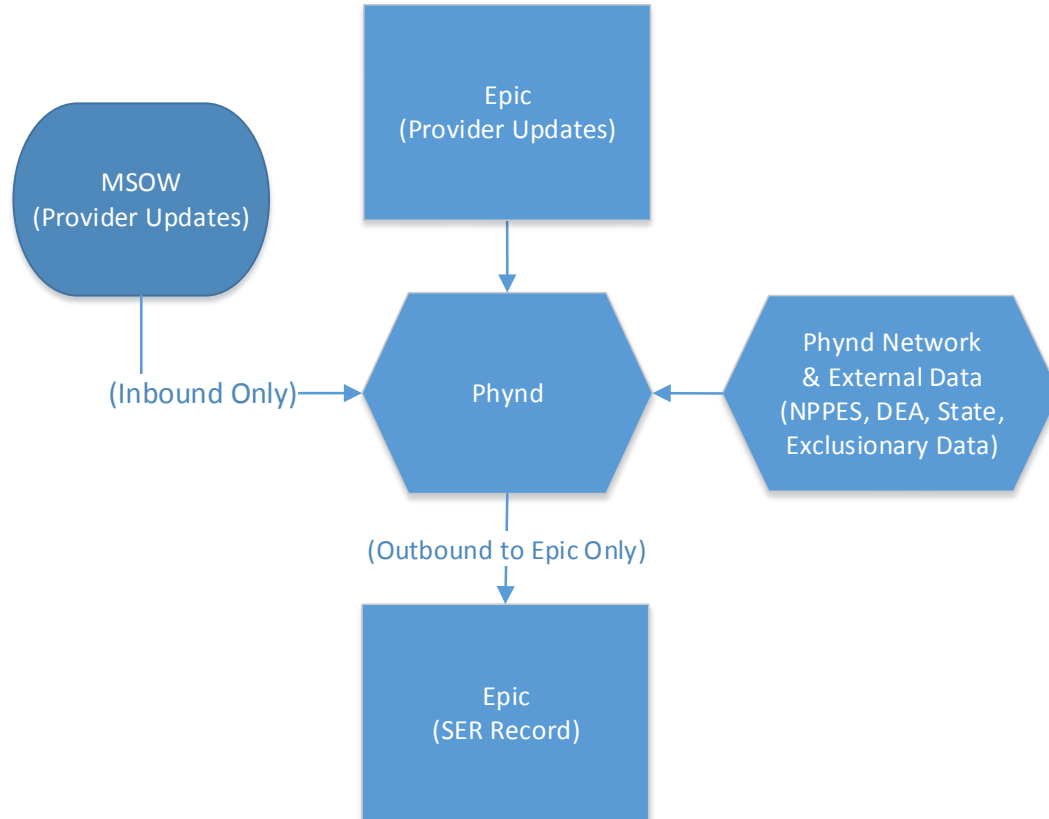
FUNCTIONALITY REVIEW / DEMO

One Profile Per Provider

Permissioned Access & Data Governance

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

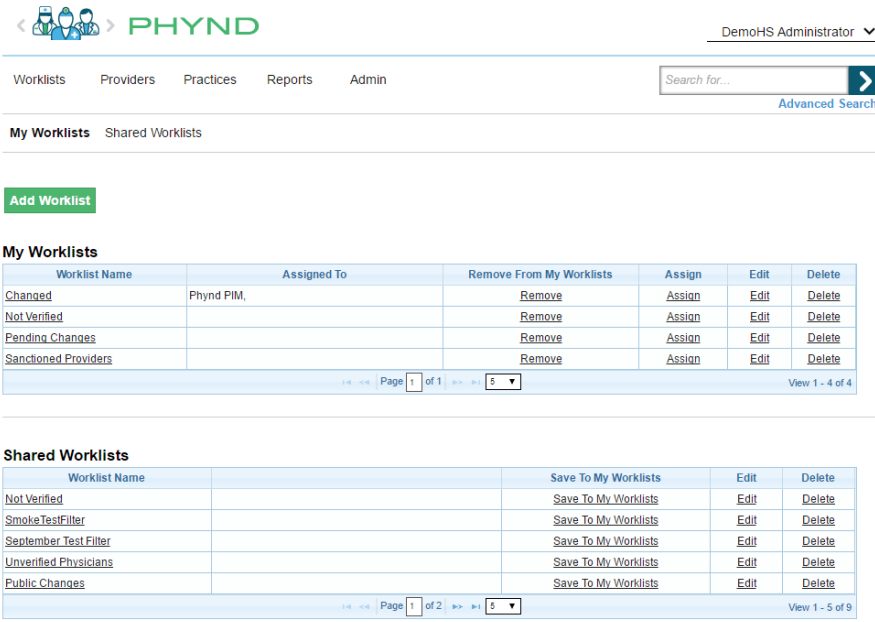|	Care Provider*	User	Group Admin	Administrator
Edit Provider Data	✓	✓	✓	✓
Search Providers	✓	✓	✓	✓
Enroll Providers		✓	✓	✓
Create/Manage Users			✓	✓
Create/Manage Group Admins				✓
Run Reports				✓
Security Settings				✓
Full Access				✓
	* Provider can only edit her/his own profile and search for other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

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

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
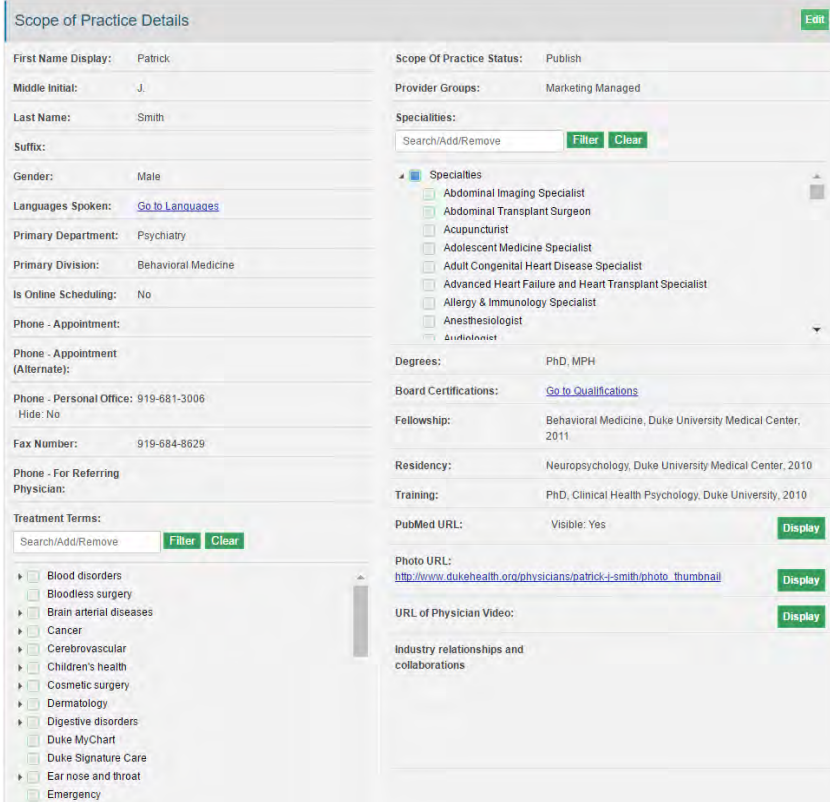
- Indexed by provider clinical interest

- 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

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

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Contact Information

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SIMPLIFYING PROVIDER DATA MANAGEMENT

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