

Improving the Quality of Provider Profile Data

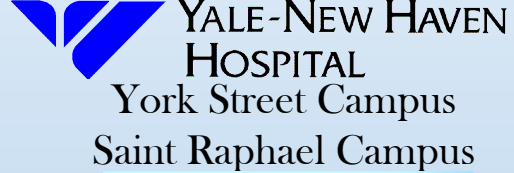
Shari Austin

Manager, Identity and Access Management

Allen Hsiao, MD

Chief Medical Information Officer

Yale New Haven Health System



- ❑ 2,130 Beds
- ❑ > 100,000 Inpatient DCs
- ❑ 1.4 Million Outpt Visits
- ❑ 289,000 ED Visits

COMMUNITY CONNECT

Yale New Haven Health System

- 18,345 Employees
- 1200 Residents & Fellows
- ~7000 Medical Staff
- >40,000 Referring Physicians



Problem

- Large number of providers to account for
- Accurate provider information critical for patient care and ancillary/supporting applications

Objective: Create a verified database of YNHHS credentialed and referring provider information from the northeast and past referring providers from throughout the country that is continuously updated by our organization.

Scope: 7,000 EMR users + 40,000 referring physicians

Our Challenges

- Credentialed provider information was not up to date and lacking
- Call volume for provider updates was considerable
- Manual process to look up phone numbers and other contact information
- No tracking mechanism in our manual process to determine when updates were verified or locking ability to keep users from overwriting verified data
- Many misdirected faxes
 - due to incorrect fax numbers caused a major privacy issue

Our Challenges (continued)



- Perception: EMR has all necessary and completely accurate, provider information
- Reality: Not all needed provider information is available in EMR
 - ex: home phone numbers, academic departments and areas of practice
- Some external departments (e.g. Radiology, Lab, Call Center) have own local and referring provider records and databases
- Previously sponsored projects to share and clean up the data unsuccessful
 - Information changed daily, lacking work-flow tools for departments to view, update or QA the data
- Profiles in credentialing, EMR and other core systems are locked down and don't allow distributed departments to help curate data

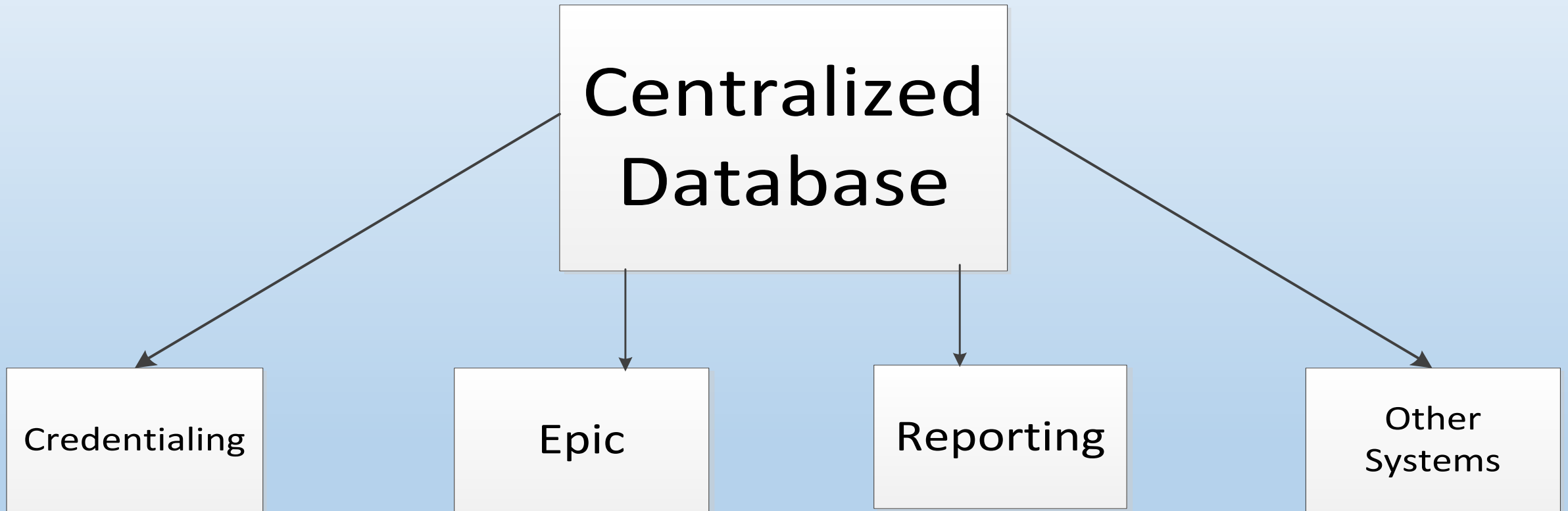
Key Areas Collecting Provider Information

- Radiology (Veriphy)
- Lab (Soft)
- Credentialing (Morissey)
- Physician Liaison Services/Call Center (paper)
- HIM (Access DB)
- IT (EMR)
- Strategic Planning
- Reporting (SAP, Tableau)

At YNHH, We Look For Solutions

- Develop a centralized database?
- Interface systems?
- Look for external solutions?

We Opted for a Centralized Solution



We Partnered with a Cloud-based Solutions Provider

We partnered with Phynd, an Active Provider Data (APD) Platform that syncs with all hospital systems delivering a unified view of the critical operational fields from each of these systems into a single profile that is accessible to all end-users in a health system.

With three core goals:

- Owing Better Provider Data (with NPI, State, and DEA information that is updated regularly)
- Ability to have external departments update contact provider information via a simple to use web page
- Improve the synchronization of provider information

PHYND UPP Admin View

Welcome Yale Admin (PHYND Super Administrator) LOGOUT

PROFILE ADMINISTRATION REPORTS Advanced Search

Tyson Hyatt
Provider Type: Pathologist
Specialty: Anatomic and Clinical Pathology, Anatomic Pathology
Washington, DC 20007
Status: No status information is available [Edit](#)
PHYND ID: 3160615
[Delete](#) [Upload](#) [Verified](#) [View History](#)

Contact Information | Emergency: (222) 333-4444 [Edit](#)

Primary Practice Information 1 of 4 [View Complete Data Sources](#)

Address	Source	Practice Contact	Source	Provider Contacts	Source
Georgetown University Hospital 3900 Reservoir Road Washington, DC 20007	PVSE	Phone: (202) 784-3614 Fax: (202) 687-8935	Internal	Mobile: (222) 333-4444	Internal

Personal Information [Edit](#)

Name: Norio Azumi
Professional Title: MD
Gender: Male
SER ID: 218794
Staff Type: Person
Active Status: Active
Referral Source: Provider
Internal or External: External
Resident Provider: No
Orders Authorizing: Yes
Meds Authorizing: Yes
EPIC Communication Method: Fax

Source: Internal
Internal
NPI
Internal
Internal
Internal
Internal
Internal
Internal
Internal

Specialty [Edit](#)

Anatomic and Clinical Pathology
Anatomic Pathology

Source: Internal
Internal

Licenses [Edit](#)

State
State Code: DC
Number: 17535

State Code: CA
Number: 38494
Issued Date: 06/14/1982
Expiration Date: 03/31/2016
Status: Current

Internal
SER YMG: 22017

NPI
NPI: 1437157542
Medicaid: 1454453 TN
Medicare NSC: 4804280001

Health Systems [Edit](#)

YALE NEW HAVEN HEALTH
Health System: Yale New Haven

Education [Edit](#)

School Name: UNIV OF TEXAS MEDICAL SCHOOL SAN ANTONIO
Graduation Year: 1989
Degree: MD

Source: State

Languages [Edit](#)

English
Japanese

Source: Administrator
Administrator

© Copyright 2014 PHYND TECHNOLOGIES, INC. All rights reserved. [Privacy Policy](#) | [Terms and Conditions](#) | [Help](#) | [Support](#)

Provider Info

Verified Status

Source Identification

Contact Preferences and after hours strategy

Custom Fields

Custom Field View

No limit of Addresses

Affiliated Health Systems

PHYND Profile Management

Department Settings

Add/Edit Department ✕

Select Facility:

Name:

Mapped Name(s): ?

PHYND Admin Enabled: PHYND Manager Enabled:

Fields and Sections

Select the fields and/or sections which this department can change without requiring verification.

▼ All	<input checked="" type="checkbox"/>
▼ Primary Practice	<input checked="" type="checkbox"/>
Address	<input type="checkbox"/>
Phone	<input type="checkbox"/>
Pager	<input type="checkbox"/>
Email	<input type="checkbox"/>
Fax	<input checked="" type="checkbox"/>
▶ Practice Information	<input type="checkbox"/>
▶ Personal Information	<input type="checkbox"/>

Save

Trusted Source Settings

Edit Data Access Options ✕

Profile Edit Condition

A PA and PM role can edit a profile if the following conditions are set

Affiliation Status:

Profile Status:

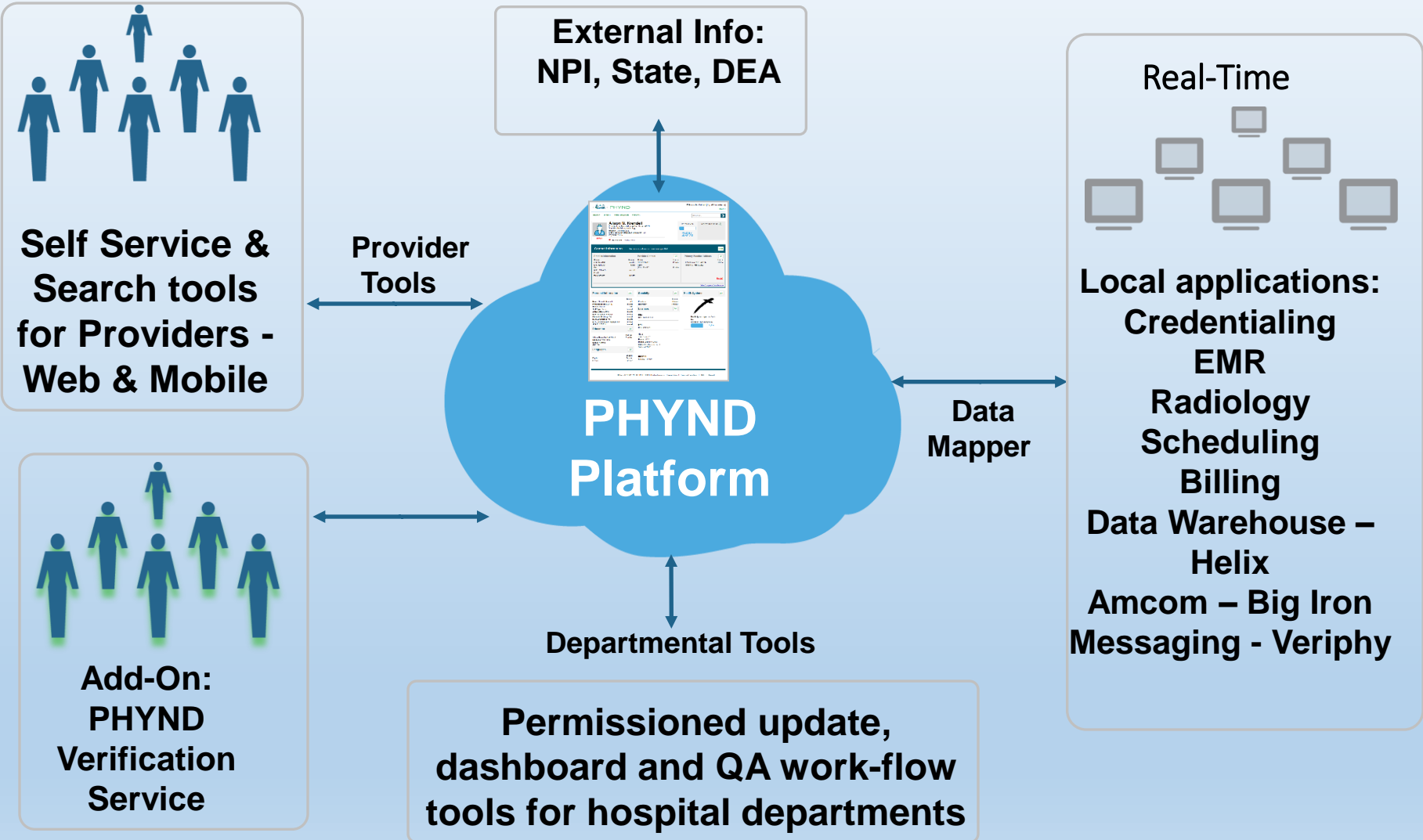
Editable Profile Fields

Select the fields which this role can view and/or edit.

Fields and Sections	View	Edit
▼ All	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Contact Preferences	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▶ Primary Practice	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▶ Practice Information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▶ Provider Contacts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▶ Personal Information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Education	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Languages	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Specialty	<input checked="" type="checkbox"/>	<input type="checkbox"/>
▶ Licenses	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Health Systems	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Contract Data	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Save

Phynd at Yale New Haven Health



Solutions

- Selected the Phynd platform to build the provider profiles and create a “contact” directory.
- Mapped the data for all sources of information and created a set of rules that we wanted the data to follow. SER and Credentialing was our first priority.
- Implemented an interface between Phynd and EMR to run every 5 minutes to provide information near real time as well as a delta file extract daily from Credentialing.
- Began verifying referring physicians through the Phynd Verify Service

Solutions (continued)

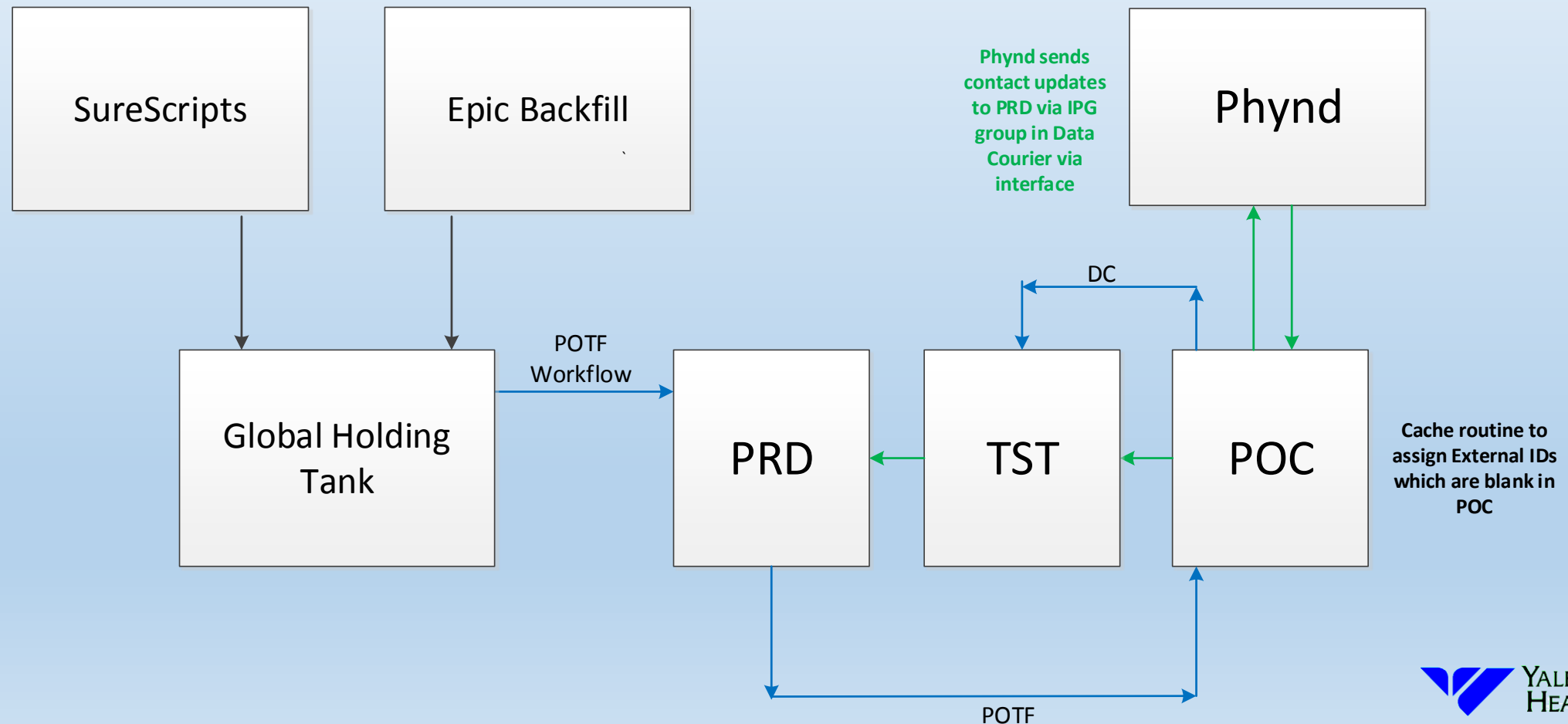
- Provided Phynd Manager access to our “trusted sources” from external departments to update and verify data
- Developing report from Phynd to Credentialing office (Morissey) as well as feed from Phynd to phone system (Amcom) and phone system to Phynd to provide timely updates to both systems
- Using Phynd platform to create configurable work queues
 - Efficient curation of unverified profiles, profile changes, and priorities
 - Privileges based on access permissions with audit trails: who made the change, when it was made, previous value, and comments

Lessons Learned

- Initially SER was our centralized database, but it had inaccurate data. We learned our “trusted sources” such as Radiology and Labs had the accurate contact data so they became Phynd Managers and updated the data directly.
- Initially we interfaced Phynd into EMR Production which turned out to be a bad design - Changed interface to Epic POC
- We also manually created External IDs for all addresses created outside of Phynd, ie, provider on the fly. This was time consuming so was changed to a Cache routine that searched POC for blank external addresses and generated new, unique addresses once a day
- Direct address was a new concept we learned during the project. Our design was changed to work with SureScripts, our HISP, so verified referral addresses were not overwritten and direct addresses were added and maintained

Final Design

Data Courier Processes for Phynd and Provider-on-the-Fly Data



Summary

Problem:

- Very large number (~47,000) of providers to account for
- Provider information accuracy critical but difficult and fragmented

Solution:

- Phynd platform to build the provider profiles and create a centralized provider database or “contact” directory
- Developed data interfaces/feeds, enabled trusted sources and verification services to update the provider profiles

****Having a centralized provider profile management tool has improved how we manage data for clinical communication, billing, ePrescribing, referrals & reporting.****

Questions?