A fundamental issue facing healthcare worldwide is tying fragmented information and data silos together to increase intelligence.

This truth is self-evident to healthcare leaders worldwide. The costs of providing healthcare are increasing at an unsustainable rate. Healthcare systems everywhere are under enormous pressure to improve care quality while operating with reduced budgets. The increased competition in healthcare requires health information exchange solutions that include master indexes at the core to provide an improved understanding of patients, physicians, business partners and the relationships between them.

Healthcare systems do not lack data. What is lacking is the ability to convert that data into intelligence—intelligence that can be brought to bear to ensure providers can meet the future demands of a consumer focused environment.

Information collected across healthcare systems has grown exponentially due to the increased use of clinical software, more complex regulatory requirements, and the increased size of health systems as facilities are consolidated. The foremost challenge for clinical and IT leaders is to optimize previous and future technology investments to ensure the collective whole may be used quickly and efficiently by all stakeholders to achieve business objectives.

Initiate® Healthcare solutions operate as intelligent “middleware,” independent to underlying architectures and foundational for clinical and market-leading intelligence. The master patient and master provider indexes help to build bridges between disparate data sources to enable the right results to be associated with the right patient, the right credentialing to be associated with the right provider—the right data to support decision making, at the right time. This framework enables clinical, financial and administrative data to work together to support your strategic objectives and long-term vision.
Examples of how Initiate solutions have transformed customers’ processes:

- **The right information associated with right patient.** A large integrated delivery system had a 3% error rate when trying to post EKG information to the correct patient file. Initiate’s solutions were used to create a master patient index which virtually eliminated errors during the critical data exchange process.

- **Tracking provider privileges and credentials.** A sprawling IDN in the southwestern United States was unable to effectively comply with Joint Commission standards for tracking provider privileges and credentialing. Initiate’s technology now provides a single, reliable view of information on 63,000 providers affiliated with the IDN.

- **Managing data in the OR.** A healthcare system’s nursing staff was wasting numerous hours hunting for information to prepare patients for the OR. Initiate solutions provided a foundation for an interoperable platform that has delivered an 82% reduction in the time it takes OR nurses to gather patient information, and a 50% increase in the number of patients fully prepped on schedule.

Real technology drives real business transformations. Initiate provides the flexibility to use data without moving it, to start with a single focus (e.g., recognize patients at all points of service) and scale up to transform multiple data-related business processes across the healthcare ecosystem, such as clinical information sharing, fraud detection or provider management.

Initiate’s development and implementation teams have more than a decade of experience addressing the needs of complex healthcare systems. This expertise teamed with technology to link disparate applications—with tested integration to many different vendors—allows organizations to use their data to accomplish their objectives.

Initiate® Master Index Solutions Help You:

**Build a foundation for a patient-centric vision**

Transition from a “point-of-care” reality where patient and provider information are locked in local applications, to a system-level vision where composite views of a patient or provider can be created across registration, clinical and administrative systems.

Recognition at all points of contact and more coordinated care improve the patient experience and create value for all stakeholders.

Physician adoption of electronic medical records increases when access to a reliable and complete patient history is readily available across all points in the healthcare network. Both patient and provider satisfaction is secured when the time to process a claim is reduced, accuracy improves and time to payment is prompt.

These improved customer experiences reinforce partnerships with the stakeholders that you rely on to protect and grow your market share.
Reduce operational costs through streamlined business processes

Initiate healthcare solutions support increased productivity by addressing data quality issues like duplicate records and the costs associated with redundant testing, lost referrals and missing clinical results. Clinicians can spend more time with patients and less time hunting and gathering information about a patient.

A complete and accurate view of the relationships between patients, providers and members drives an additional level of insight into your business processes, which results in more informed decision-making.

Initiate master indexes help drive more efficiency into the systems that support your business, including clinical information sharing, provider management, electronic medical records, revenue cycle management, marketing, disease management, member management and patient access. At the same time, these master indexes can help strengthen your anti-fraud efforts and make it easier to manage regulatory compliance.

Market leaders such as the University of Pittsburgh Medical Center, Cedars-Sinai Medical Center and the Blue Cross Blue Shield Association rely on Initiate to provide master index capabilities as part of the framework for interoperability to support their evolving needs.

For information about how Initiate Interoperable Health solutions can help you improve quality of care, reduce the cost of serving your patient populations and increase adoption of existing technology, visit www.Initiate.com/healthcare.

"The benefit for the outpatient electronic record really is the ability to electronically route information that exists organizationally in electronic form — lab results, imaging reports, dictations — to our electronic medical records. It's very seamless. It eliminates manual processing. It gives timely access to data instead of the shuffle of paper, which takes hours and perhaps days for the report to be generated, for it to be auto-faxed from my staff, to figure out where it belongs, to pull the record, to staple, to paperclip it to my record for me to see it and sign off, and then to file it into the record."

- Associate Medical Director, Enterprise Information Services, Large Integrated Delivery Network

The Value of Initiate

Initiate links and matches information for more than 44 million records spread across over 100 source systems for one healthcare organization. Learn more about this and our other customer success stories at www.Initiate.com/customers.