

Early Adopter of Vital Data Technology's Solution Improves Patient Care, Impacts Non-Emergent ED Visits & Saves Money

Introduction

Hospitals have made significant progress toward selecting, budgeting and implementing electronic medical record (EMR) systems. Thought leaders such as Spectrum Health Gerber Memorial are going beyond with access to additional patient information for its Health Plan of Michigan members. Accessing information through Vital Data Technology's MyVitalData system allows for a 360° patient medical summary including all recent emergency department (ED) and physician encounters, labs, Rx, medical conditions, Healthcare Effectiveness and Data Information Set (HEDIS), and more regardless of treatment or activity location.

About Spectrum Health Gerber Memorial

Spectrum Health Gerber Memorial is a 49-bed, acute care hospital and health care organization – an entity of the Spectrum Health System out of Grand Rapids - which serves the entire community of Newaygo County and cares for 20,000 ED visits annually. Recognized as one of the 101 Best and Brightest Companies to Work for in West Michigan in 2010, and the Outstanding Rural Healthcare Organization of 2008, GMHS also has received the Governor's Award for Excellence for improving the quality of care and patient safety in the hospital setting. Services include a 24-hour Emergency Department, Women's Health Center, Cancer Center, modern Surgical Suites and accompanying ICU Unit, Birth Center, Tamarac, The Center for Health and Well-Being, Ahhh, The Spa at Tamarac, and Continuu-Care Home Health Services. Spectrum Health Gerber Memorial is located in Fremont, Michigan, 45 miles NW of Grand Rapids. Visit www.gerberhospital.org and www.tamaracwellness.org for more information.

The Challenges

- Comprehensive patient information is not readily available to all healthcare providers when they need it most, in the emergency department. Registration team members gather medical information, history and events that may be relevant to the clinical staff. Many times, they are limited to what occurs in their hospital, hospital system or what the patient remembers to share.
- ED utilization rates are increasing and expected to increase further as the Medicaid population continues to grow. The emergency department at Spectrum Health Gerber Memorial is like others across America, they are overcrowded with 48% of all visits for non-urgent, routine care. They are focused on shifting non-urgent patient needs to appropriate care areas outside of the ED.

The Solution

Vital Data Technology and its partner health plans have united with hospitals on an initiative to share meaningful patient information, at the point of emergency care. The team at Spectrum Health Gerber Memorial uses the MyVitalData system which provides a 360° view of patient's health information from all sources. The registration team logs into the secure system, enters the medical record number or other unique identifier, and then accesses the comprehensive patient medical summary. The summary is then available for clinicians. The hospital is no longer limited to medical activities occurring in their hospital, they now have it all.

Vital Data Technology impacts all three of Spectrum Health Gerber Memorial's stated goals and top initiatives which are:

1. Safety and Quality
2. Health, Wellness and Prevention
3. Prosperity (advancing the EHR system)

Results

More Comprehensive Patient Information at the Point of Emergency Care

Of the **2,109** health plan members who visited Spectrum Health Gerber Memorial's emergency room, **354** also visited other EDs and **746** visited outside physicians. With access to MyVitalData, **52%** of members have additional medical

MyVitalData Patient Medical Summary provided external clinical visit information for 52% of members

information available from these external visits including encounter locations, date of event, treatments and diagnoses. RX and lab data account for additional data points. "MyVitalData is so easy to use that the registration staff easily adopted the system. In two clicks the complete patient medical summary is presented" stated Maryann Huss, Manager Registration.

Impact of the Vital Data Technology System

➤ Reduce Duplicate Testing

The at-a-glance overview of the patient's current medications, recent procedures, encounters, and lab results allows Dr. Josh Vander Lugt, Physician Group Director, and his team to minimize duplicate testing and by using recent lab results as part of delivering timely and cost effective care.

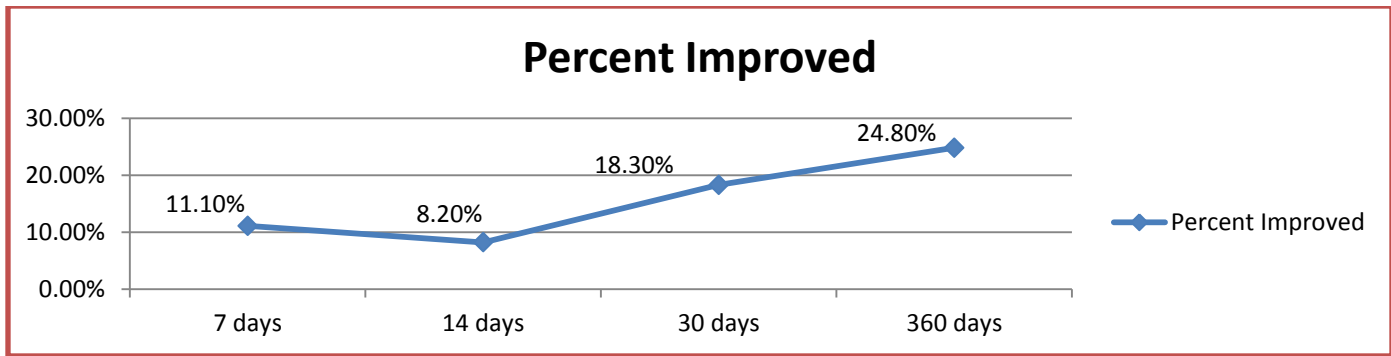
➤ Efficient and Effective Emergency Care

Marianne Patten, Director of ED, appreciates the ability to have a comprehensive overview of frequent ED visitors and potential drug seekers. "Having this information at my fingertips allows us to spend our limited and strained time on clinical activities instead of administrative research. We have enhanced our timeliness of care with Vital Data Technology's MyVitalData medical summary. It's rare that a product offers improved care and saves the hospital money simultaneously but that's exactly what this product does", states Patten.

➤ Improved Primary Care Physician Engagement

In addition to assisting hospital team members at the point of patient care, health plan case workers gain the immediate opportunity to educate members and shift subsequent, non-emergent ED visits to their Primary Care Physician (PCP). As soon as a record is accessed at Spectrum Health Gerber Memorial the team at Health Plan of Michigan is electronically notified in real-time and member education efforts begin immediately. Case workers can now begin to impact outcomes immediately for specific diagnosis related education and to facilitate and encourage plan members to visit their PCP for follow-up care.

Alerting and change in patient behavior has resulted in **18.3%** improvement in ED visitors completing follow-up appointments and care with their PCP within **30 days**. Sustained improvement of **24.8%** was achieved over the course of 2010 when compared to 2009.



Data Details

The baseline data was collected from calendar year 2009; performance results were measured for calendar year 2010. Program training was completed in December 2009, with system access granted and the Vital Data Technology system used in January 2010. The results include Health Plan of Michigan plan members only.

About Vital Data Technology

Vital Data Technology (VDT) provides a care coordination platform that shares vital health information at the point of care and engages stakeholders through real-time alerting to improve quality of care while lowering costs. VDT fills information gaps and provides connectivity between hospitals, health plans, patients, and PCP's. VDT's SaaS impact includes reduction in duplicative testing, ED utilization, hospital admissions, drug shopping and adverse drug reactions; while increasing PCP appointments, preventative screening measures and enrollment in disease management programs. The system enables Patient Centered Medical Home and Pay for Performance initiatives. The service has been operating effectively in Michigan, Texas and Florida.

Our Solution and Products

Our secure, HIPAA compliant, solution enables hospitals, health plans, and physician networks to connect and share critical patient information and real-time alerts of patient ED encounters. VDT impacts the critical need of reducing the costs of medical services in hospital ED while improving patient treatment and outcomes. Decisions made in the ED are among the most urgent and typically involve greater severity than other healthcare settings with far reaching cost and outcome implications. Consequently, accurate and complete patient information can have greater value in this intense setting compared to other points of care in the system, leading to reduced costs and improved quality of care.

The MyVitalData care coordination product suite is comprised of five components:

MyVitalData - Aggregates, stores and shares 360° patient medical summary including claims, eligibility, Rx, lab and disease management data. VDT maintains patient medical records for more than 1.4 million individuals.

ERLink - Connects emergency care professionals in EDs to need-to-know patient medical information.

PlanLink - Alerts health plans when patients enter the ED or their medical records are accessed allowing for real-time education, enrollment into disease management programs and impacting proper follow-up care as needed. A specialized interface to support state required CM and DM available to easily achieve reporting requirements.

Dr.Link - Notifies physicians of their patients ED visits, HEDIS measures, lab results, RX data and links to care managers.

HospitalLink - Augments hospital EMR's with data and communication to external care teams