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Initiate Systems is the proven leader in enterprise master person index (EMPI) software and data remediation services. By empowering people and systems with the most accurate, complete and up-to-date information on demand, Initiate Systems' software enables clinical initiatives at all points of encounter, reduces safety risk and improves revenue cycle management while conforming to HIPAA and other regulations.

- Over 300 providers, payers, PBMs, labs, and government agencies rely on our software and services to support remediation and identity management initiatives
- Over 80% of the US population is covered by our implementations
- We've analyzed more than 2 billion records

[Enterprise Master Person Index](#)

Make complete and accurate patient data available to all points of service throughout the continuum of care with an enterprise master person index.

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## Providers

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Initiate Identity Hub™ software for healthcare providers

Healthcare providers cannot afford to compromise when it comes to the quality of patient data — erroneous data not only adversely affects patient safety and clinician satisfaction, it also can inhibit the adoption of new technologies designed to improve patient care. Yet it can be challenging to maintain quality in an environment that requires on-demand data access to support decisions about patient care.

What's more, the accuracy, timeliness and completeness of patient information is critical to providing the best possible care while avoiding risk. These issues not only make it difficult to run your day-to-day operations, they also can affect your ability to make improvements to patient care, revenue cycle management, HIPAA compliance and more.

### Meeting today's challenges

The quest to manage patient identities accurately on-demand can be impaired — even derailed — if it is powered by fragmented or inaccurate information. An Enterprise Master Person Index (EMPI) that merely merges information to create a compressed view of the patient or provider is not enough. Although there are many issues that can impede successful EMPI implementation, the benefits are real, making the quest worthwhile. With better, on-demand identity management, you can get a complete history and holistic view of each patient across your facilities and affiliated organizations - enabling you to focus on giving the best possible care on demand.

A true solution requires both a strategy for managing patient identity data and technology that enables access to up-to-the-moment information from across your facilities and delivery network and from all of your patient-facing applications in real time. But the barriers to achieving this are real:

- Patient information is often disjointed or incomplete
- Patient information is often incomplete, inaccurate or inaccessible
- System-wide access to basic patient or member information is virtually non-existent
- Consolidation through mergers and acquisitions increases the volume of records and the number of systems used to manage those records

- Organizations are migrating from legacy systems to newer technology, forcing a conversion processes that is prone to creating duplicate medical records
- Names are often misspelled when patients are checking in, especially in emergency situations
- Often, a single practitioner has both group and solo practices; in addition, a practitioner often leaves groups and relocates, practices in multiple states or has multiple state license and tax ID numbers
- Organizational issues often impede standardization and/or change
- Traditional identity management and data integration processes are invasive and can cause disruption
- Patient data volumes can be huge, impeding real-time searching and matching

### **The foundation for supporting on-demand patient data integration**

Initiate Identity Hub™ software for Healthcare, the leading Enterprise Master Person Index, can be the lifeblood of your patient data integration strategy. We can leverage data from across your facilities, network and affiliated organizations to create the clean, complete patient profiles you need to improve patient care, ensure accuracy, streamline billing and operations, provide strategic decision support, drive profitability and achieve more consistent HIPAA compliance.

Our products and services give you a strategy to manage patient identities and related information on demand, and the technology to achieve outstanding results every day, regardless of how your organization changes. We enable you to dynamically link all of the records about the same person across all touchpoints, systems and sources without physically merging or integrating your data. This enables you to provide access to patient information when and where it's needed, without forcing you to move large quantities of data, standardize systems or manage patient IDs. Simply stated, our EMPI provides the most accurate, non-invasive, efficient method for instantly linking all of your records about each of your patients across your facilities and affiliated organizations.

The Initiate Identity Hub™ software enables organizations to:

- Create a trusted system of record for your entire enterprise, and use it in real time in your clinical, operational and transactional systems
- Leverage your existing infrastructure while minimizing ongoing maintenance and management costs
- Get secure, on-demand access to all demographic and treatment records when and where you need it
- Improve billing efficiencies
- Better support HIPAA regulations
- Achieve higher accuracy with the most effective statistical data identity methods
- Eliminate data latency
- Set scoring thresholds that meet your needs - you can set more stringent scoring criteria for the most critical applications

- Manage any volume of patient data in real time

We deliver:

- The most accurate results on demand, regardless of volume
- The ability to make decisions about the level and cost of data quality
- New insight for your organizational, clinical and patient care needs
- All without forcing you to move large quantities of data, standardize systems or manage patient identifiers

[Learn more about the Initiate Identity Hub™ software »](#)

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## Plans & Payers

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Initiate Identity Hub™ software for plans and payers

Insurance providers are continually looking to maximize profitability and efficiency. The focus on automating the adjudication process is paramount, yet conflicts in the identities of providers and patients render many auto-adjudication processes ineffective. Payer organizations report that 35 percent to 60 percent of claims fail auto-adjudication, which translates into a "first-pass ratio" of only 40 percent to 65 percent of all claims, leaving considerable room for improvements to drive profitability. Studies show that for every dollar spent on a health insurance claim, eight cents goes to administration while only two cents contribute to the bottom line.

Many factors contribute to these inefficiencies, yet a major roadblock to success is rooted in incomplete or nonessential records or conflicting information about the identities of providers and patients. Identity errors and incomplete records also make it difficult to understand which patient is eligible for coverage — especially in situations that involve managing cross-plan payments for services performed while the insured patient was out of town.

### Meeting today's challenges

By making the claims payment process faster and more efficient, you can rapidly reduce your administration costs and increase your profits. Yet, provider and patient identities often reside in disparate databases ranging from physician office billing systems to those found in acute and other provider locations. The key to improving the payment process is being able to accurately identify, match and link patient records — on demand — to support your auto-adjudication process.

Merely merging information to create a data warehouse is not enough. Traditional Enterprise Master Person Index (EMPI) solutions are not only costly and disruptive to your business processes, the newly merged data that is accurate on "Day One" also will require substantial ongoing management resources to remain accurate. There are some EMPI solutions that physically merge data into a single data warehouse or use a master list of unique identifiers that can be associated with a person and a limited set of historical information. These approaches require additional overhead to manage the unique identifiers, and they only work when the information is continually updated.

A true patient data integration solution requires total access to up-to-the-moment information from across all of your information sources in real time. But the barriers to achieving this are real:

- Traditional data integration processes are costly and invasive and can cause disruption during the migration from legacy systems to newer technology
- The conversion process often creates duplicate medical records, reducing the expected benefits from the new system
- Information is stored in disparate, incompatible systems
- Organizational issues often impede standardization and/or change

**The foundation for supporting improved auto-adjudication**

Initiate Identity Hub™ software for Healthcare, the leading Enterprise Master Person Index, can be the lifeblood of your patient data integration strategy. We can leverage the data from across your enterprise to create the clean, complete patient profiles you need to ensure accuracy, streamline claims processing, improve first-pass ratios, drive profitability and achieve more consistent HIPAA compliance.

Our products and services give you a strategy to manage patient identities and related information on demand, and the technology to achieve outstanding results every day, regardless of how your business changes. We enable you to dynamically link all of the records about the same patient across your systems and sources without physically merging or integrating your data. This enables you to provide access to patient information when and where it's needed, without forcing you to move large quantities of data, standardize systems or manage patient IDs. Simply stated, our EMPI provides the most accurate, non-invasive, efficient method for instantly linking all of your records about each of your patients.

The Initiate Identity Hub™ software enables organizations to:

- Create a trusted system of record for your entire enterprise
- Leverage your existing infrastructure while minimizing ongoing maintenance and management costs
- Improve processing efficiencies
- Reduce fraud and improve compliance with HIPAA regulations
- Enable individual data "owners" to maintain control of their information
- Eliminate data latency
- Decrease service costs

We deliver:

- The most accurate results on demand, regardless of volume
- The ability to make decisions about the level and cost of data quality
- New insight for your organizational and patient care needs
- All without forcing you to move large quantities of data, standardize systems or manage unique identifiers

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## Medical Labs

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Initiate Identity Hub™ software for medical labs

Medical labs are continually receiving critical data from multiple and disparate systems, and each system has a different method for assigning identities to patients and providers. In order to provide a complete view of all the records on a single patient or provider, relationships between identity records from multiple sources need to be established. Unfortunately, most labs are dealing with unrelated, fragmented views of a person, scattered across numerous lab orders. This not only makes it difficult to run your day-to-day lab testing operations, but impedes your focus on making improvements to management of revenue cycles, patient information, HIPAA compliance and more.

### Meeting today's challenges

The quest for on-demand patient data integration through an Enterprise Master Person Index (EMPI) can be impaired — even derailed — if it is powered by fragmented or inaccurate information. Merely merging patient information to create a data warehouse is not enough. Traditional EMPI solutions are not only costly and disruptive to your business processes, the newly-merged data that is accurate on "Day One" also will require substantial ongoing management resources to remain accurate. Some EMPI solutions physically merge data into a single data warehouse or use a master list of unique identifiers that can be associated with a patient and a limited set of historical information. These approaches require additional overhead to manage the unique identifiers, and they only work when the information is continually updated. With better on-demand data integration, you can get a complete picture of each patient for each visit — including the demographic information that's required on requisition forms — which minimizes delayed or re-worked billing. This can save most clinical labs millions of dollars per year and help ensure that your billing is processed within your allowable timeframe.

Because your business revolves around people, it's not only important that you recognize your patients for operational reasons, but also important from both a patient relationship and HIPAA compliance standpoint. Your patients have the right to see their complete record every time they visit your facility. Informatics require you to match patients to clinical results, ensuring that multiple repeat tests on the same patient are reported in a

statistically relevant manner. What's more, patient communications can suffer when multiple lab records for the same patient lead to repeat, identical communications with that patient — this is costly for you and disconcerting to your patient.

A true patient data integration solution requires total access to up-to-the-moment information from across all of your information sources in real time. But the barriers to achieving this are real:

- Patient data is fed from multiple sources and systems
- Informatics are often processed passively in batch mode, inhibiting real-time disease management
- Hospitals often use their own unique identifiers, making it difficult to match to your lab's database of tests to the hospitals database of patients
- Patient and provider names are often misspelled; records are often incomplete and outdated
- Provider information can be fragmented and contain duplicate medical records for a single practitioner who may have both group and solo practices and multiple state license and tax ID numbers
- Many organizations include subsidiaries with an array of addresses and incorrect or missing Dun and Bradstreet numbers
- Organizational issues often impede standardization and/or change
- Traditional data integration processes are costly and invasive and can cause disruption

### **The foundation for supporting on-demand patient data integration**

Initiate Identity Hub™ software for Healthcare, the leading Enterprise Master Person Index, can be the lifeblood of your patient data integration strategy. We can leverage the data from across your network to create the clean, complete patient profiles you need to ensure accuracy, streamline billing and reporting processes, drive profitability, improve patient care and achieve more consistent HIPAA compliance.

Our products and services give you a strategy to manage patient identities and related information on demand, and the technology to achieve outstanding results every day, regardless of how your organization changes. We enable you to dynamically link all of the records about the same patient across your systems and sources without physically merging or integrating your data. This enables you to provide access to patient information when and where it's needed, without forcing you to move large quantities of data, standardize systems or manage patient IDs. Simply stated, our patient data hub approach is the most accurate, non-invasive, efficient method for instantly linking all of your records about each of your patients across your network.

The Initiate Identity Hub™ software enables organizations to:

- Create a trusted system of record for your entire enterprise
- Leverage your existing infrastructure while minimizing ongoing maintenance and management costs
- Improve billing efficiencies

- Better support HIPAA regulations
- Improve informatics accuracy and relevance by providing up-to-date information on demand
- Enable individual data "owners" to maintain control of their information
- Achieve higher accuracy with the most effective statistical data identity methods
- Increase throughput using advanced patient data integration techniques
- Eliminate data latency
- Set scoring thresholds that meet your needs — you can set more stringent scoring criteria for the most critical applications

We deliver:

- The most accurate results on demand, regardless of volume
- The ability to make decisions about the level and cost of data quality
- New insight for your organizational and patient care needs
- All without forcing you to move large quantities of data, standardize systems or manage patient identifiers

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## Pharmacies

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Initiate Identity Hub™ software for pharmacy operations

Advanced clinical information systems like computerized physician order entry (CPOE) and computer-based patient record (CPR) promise significant benefits in the area of patient safety, because access to a complete electronic health record is fundamental to improving clinical outcomes and minimizing medical errors. However, there remains a major obstacle to achieving safety improvements: the poor quality of patient data contained in these and other information systems.

Incomplete, inaccurate and duplicate records make it difficult for pharmacists to check for potential adverse drug interactions, perform thorough clinical profiling or successfully link records across all of the clinical systems in a facility or across a delivery network.

These kinds of inefficiencies in your day-to-day operations can impede your focus on making improvements to patient safety and relationships, HIPAA compliance and more.

### Meeting today's challenges

The quest for trusted, complete, on-demand patient data can be impaired — even derailed — if it is powered by fragmented or inaccurate information. Many health information systems fall short of delivering an accurate, thorough picture of each patient's medical records. Merely merging information to create a data warehouse is not enough.

Similarly, traditional Enterprise Master Person Index (EMPI) solutions have comparable "gotchas"; unless the newly merged data is somehow made more significantly accurate — and that accuracy is maintained over time — the costs will greatly outweigh the benefits.

Many issues can impede successful patient identity management:

- Prescription and patient data are fed from multiple sources and systems
- Patients often have multiple insurance providers, and they often change providers, causing multiple records about the same patient
- Names are often misspelled or entered differently and repeatedly across multiple clinical information systems

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- Changes to demographic data often give rise to new records, rather than updates to the existing one
- Organizational issues often impede standardization and/or change
- Traditional data integration and identity management processes are invasive and can cause disruption

While there are many barriers to success, the benefits are real. With accurate, on-demand patient data integration, you can get a single, trusted view each patient, improve patient safety, manage costs and increase both patient and physician satisfaction.

### **The foundation for supporting on-demand patient data integrity**

[Initiate Identity Hub™](#) software for Healthcare, the leading Enterprise Master Person Index (EMPI), can be the lifeblood of your patient data integration strategy. Our products and services give you a strategy to manage patient identities and related information on demand. The Initiate Identity Hub enables organizations to:

- Get a trusted source of record for your patients, physicians and payers across all of your locations
- Leverage your existing infrastructure while minimizing ongoing maintenance and management costs
- Improve patient service
- Streamline point-of-service processes
- Make back office operations, such as tracking insurance deductibles and clinical patient profiling, more efficient
- Manage data quality at the point of entry
- Better support HIPAA regulations
- Enable individual data "owners" to maintain control of their information

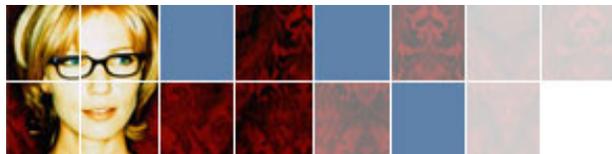
Simply stated, our patient information software hub approach is the most accurate, non-invasive, efficient method for instantly linking all of your patient and physician records across your enterprise.

Read the [pharmacy overview](#) to learn how Initiate can help improve your data integrity which can lead to improved patient service and satisfaction.

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## Retail Pharmacies

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### Initiate Identity Hub™ software for retail pharmacies

Today, the sole-proprietor local pharmacist who recognizes patients on sight and knows their complete medical and prescription history is a rarity. Many pharmacies have extensive retail operations and/or are part of large, diverse businesses. Individual pharmacists work various shifts and may not see the same patients on a regular basis. To complicate matters further, patients may see multiple physicians, be covered by more than one health plan, and order or fill prescriptions in different ways. In addition, many physicians are involved in more than one practice.

All of these factors lead to poor data quality, which can endanger patient safety, negatively affect patient satisfaction, reduce pharmacist productivity, and ultimately, increase business risk. Fragmented and duplicate records make it difficult to manage point-of-sale fulfillment, perform thorough clinical profiling, consistently track insurance deductibles, accurately analyze purchase profiles and successfully link records across all retail locations.

So how big is the problem? Initiate Systems recently analyzed patient records for one national pharmacy. We found that 20 percent of the database contained multiple records for the same individual. This situation could compromise patient safety. Having an incomplete view of a patient's prescription history could result in a patient receiving a drug that might cause a potentially life-threatening adverse reaction when taken with other prescriptions.

### Initiate Systems can help.

For the last decade, we have helped hundreds of healthcare organizations manage patient identities. Our award-winning patient data hub accurately links individual patient or physician records, which improves data quality and keeps records synchronized across your enterprise.

- Get clean, complete, up-to-date profiles of your patients, physicians and even business partners across all of your locations
- Streamline searches for patient records to improve the speed and accuracy of point-of-service operations
- Discover which patients visit multiple stores and how their

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purchasing patterns may differ

- Enhance chain-wide Drug Utilization Review (DUR) capabilities
- Make back-office operations, such as tracking insurance deductibles and clinical patient profiling, more efficient
- Leverage existing infrastructure while minimizing ongoing maintenance and management costs
- Achieve more consistent HIPAA compliance

**Learn more**

Read the [pharmacy overview](#) to learn how Initiate can help improve your data integrity which can lead to improved patient service and satisfaction.

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