



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

Status:

Laureate

Year:

2013

Organization Name:

Certify Data Systems

Organization URL:

www.certifydatasystems.com

Project Name:

Certify's HealthLogix Platform, Enhanced with Holistic Clinical-View Functionality, Enables Collaborative Patient Care

Please select the category in which you are submitting your entry:

Health

Please provide an overview of the nominated project. Describe the problem it was intended to solve, the technology or approach used, how it was innovative and any technical or other challenges that had to be overcome for successful implementation and adoption. (In 300 words or less.)

The dire need for reform of the U.S. health care system has dominated national debate for several years. According to an Aug. 2009 report by the Brookings Institution, "Improving quality and value in the U.S. health care system is exacerbated by a lack of coordination of care for patients." The report goes on to note that lack of care coordination also enables "care that may be unnecessary, or even harmful." Certify Data Systems, a Humana Inc. subsidiary, was founded in 2004 to develop a Health Information Exchange (HIE) solution that enabled physicians and provider communities access to, and retrieval of, clinical data, resulting in safer, more timely, efficient and effective patient-centered care. In particular, Certify's mission is to enable cost-effective data sharing that allows physicians and clinicians to meet high standards of patient care, including the continuity of care among multiple providers, although many use disparate data systems and interfaces. Certify leaders spent the organization's first five years

consulting with U.S. physicians and health care organizations and developing Certify's pioneering HIE technology platform, HealthLogix, launched in 2009. Certify's was the first HIE solution to enable a single, aggregated patient view of all health care encounters across provider communities, regardless of differences in Electronic Medical Record (EMR) or Electronic Health Records (HER) systems used. In the spring 2012, Certify enhanced its HealthLogix platform with new functionality, the delivery of aggregated patient summaries in Continuity of Care Document/Clinical Document Architecture (CCD/CDA) formats, which enable aggregated, normalized and unified patient views to seamlessly integrate into connected physicians' and providers' existing EMR work flows. The innovation is that the clinician receives one aggregated, non-duplicated dashboard view of the patient, eliminating reviews of multiple pages of information.

When was this project implemented or last updated? (Please specify month and year.) Has it incorporated new technologies and/or other innovations since its initial deployment? (In 300 words or less.)

San Jose, CA-based Certify was founded in 2004 and acquired by Humana in 2012. Since its inception, Certify has invested more than \$10 million in pursuing its vision of improving the delivery of health care services through innovative technologies and thought leadership. Certify developed its HIE solution, HealthLogix, to resolve complex clinical interoperability and data analysis problems between health systems and ambulatory care settings (the so-called "last mile"). Since its inception, Certify's HealthLogix platform has enabled two-way sharing of clinical information connectivity directly through and across disparate electronic medical records (EMR) at the point of care. As a result, a multitude of different healthcare provider communities can share relevant patient health information in real-time. Certify's HealthLogix platform features the patented HealthDock® edge server, the health care industry's first intelligent appliance designed specifically for enterprise-wide interoperability and optimization of HIE deployments between health systems and ambulatory care settings. In the spring of 2012, Certify enhanced its HealthLogix HIE technology by introducing new functionality, the delivery of aggregated patient summaries in Continuity of Care Document/Clinical Document Architecture (CCD/CDA) formats, which enable aggregated, normalized and unified patient views to seamlessly integrate into physicians' and providers' existing EMR work flows. All users of the HealthLogix® platform can now obtain a CCD/CDA document from any connected provider. The innovation is that the clinician receives one aggregated, non-duplicated dashboard view of the patient, eliminating reviews of multiple pages of information.

Is implementation of the project complete? If no, please describe the project's phases and which phase the project is now in. (In 300 words or less.)

No, Certify continues enhancing its technology solution through its continued implementations to physicians and provider communities, including additional hospitals in the Legacy Health System, a client company. Currently, Certify's pioneering HealthLogix HIE platform provides bi-directional, real-time interoperability between 97 health systems, which include 269 provider-hospitals across the U.S., with a concentration of locations in California, metropolitan Chicago, Florida, the northeast U.S.

and the Pacific Northwest. In addition to processing electronic orders and results, Certify's HealthLogix HIE platform delivers Continuity of Care Documents (CCD) and Clinical Document Architecture (CDA) seamlessly across healthcare ecosystems. Certify's industry leading "network approach" is easy to deploy, scale, manage and support.

Please provide at least one example of how the technology project has benefited a specific individual or organization. Feel free to include personal quotes from individuals who have directly benefited from the work. (In 300 words or less.)

Legacy Health System, the largest non-profit, community-owned health system in the Portland, OR, and Vancouver, WA, areas, offers an integrated network of health care services, including six hospitals, more than 50 clinics, and lab, research and hospice services affiliated with numerous physician practices. Legacy selected Certify Data Systems to streamline the HIE among its affiliated providers. Legacy's former system required separate VPN interfaces for each unique EMR, forcing frequent interface changes and a lengthy backlog of interface requests. Certify resolved these issues deploying client-ready servers within affiliated physicians' offices, enabling immediate exchanges of clinical transactions and events, including results distribution, orders processing and patient summaries. Certify's federated/hybrid, bi-directional HealthLogix platform creates true interoperability between Legacy's EMR and its affiliated providers' disparate EMR and IT systems. Certify's servers are pre-loaded with EMR interface specifications, which can interface with any ONC-ATCB certified EMR product, and its HealthLogix platform's federated/ hybrid approach to HIE leverages existing data where it is created. As a result, Legacy and its affiliated physician practices can share critical, aggregated Continuity of Care/Clinical Data Architecture (CCD/CDA) documents in real-time, without navigation of multiple applications, or additional administrative work. Because patients with chronic illnesses see an average of 13 different physicians annually, the efficient coordination of care enabled by HealthLogix CCD/CDA functionality is enabling Legacy clinicians to deliver the more effective care to these medically fragile patients. Likewise, Legacy and its providers are realizing multiple benefits, including reduced labor costs, fewer clinical errors, improved quality of care and better outcomes in disease management programs. Certify technology's CCD/CDA capability is enabling more coordinated care, improved consumer experiences, better quality and more affordable health care for Legacy Health System patients.

Would this project be considered an innovation, a best practice or other notable advancement that could be adopted by or tailored for other organizations and uses? If yes, please describe that here. (In 300 words or less.)

Yes, in the spring of 2012, Certify Data Systems' HealthLogix platform was enhanced with an innovative technology, Continuity of Care Document/Clinical Document Architecture (CCD/CDA) formats that enable aggregated, unified and normalized patient views to seamlessly integrate into physicians' and providers' existing EMR work flows. This enhancement enables Certify's technology platform to be the first Health Information Exchange (HIE) solution to enable a single, aggregated patient view of all health care encounters across provider communities, regardless of differences in Electronic Medical Record (EMR) or Electronic Health Records (HER) systems used. Currently, Certify's pioneering HealthLogix HIE platform provides bi-directional, real-time



interoperability between 97 health systems, which include 269 provider-hospitals across the U.S., with a concentration of locations in California, metropolitan Chicago, Florida, the northeast U.S. and the Pacific Northwest. Certify's industry leading "network approach" is easy to deploy, scale, manage and support.

If there are any other details that the judges should know about this project, please note them here: (In 300 words or less)

Certify's technology solution particularly its Continuity of Care Document/Clinical Data Architecture (CCD/CDA) functionality puts patients at the center of health care. The aggregated, unified, normalized CCD/CDA patient view enables critical clinical-decision-making by providers, enhancing the quality and effectiveness of their care and treatment while reducing medication errors, and eliminating redundant or unnecessary diagnostic testing. Certify's HIE platform connects physicians, providers and patients together for more value-added, efficient medical experiences at more affordable costs. Certify's network approach to Health Information Exchange (HIE) led its ranking among the top three private HIE vendors in the 2012 Black Book Market Research study. In addition, Black Book cited Certify as excelling in data integrity; security/privacy; ease of data transmittal and exchange and data-use trust. Black Book also commended Certify for "overwhelming satisfaction, exceeds expectations and is a highly recommended vendor." The Chilmark Research report ranked Certify Data Systems as a tier one enterprise HIE vendor, stating that Certify: "Is currently seeing remarkable success in the market based on a very capable HIE solution and a vision that aligns closely with what are the real pain points and subsequently needs of the market;" "Has an innovative solution that productizes deep EHR interoperability in a way that no other company is doing today;" and "Has a clear product vision for a novel, innovative HIE product portfolio."