Optimize patient experience with positive patient identification

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>
> - Accenture COVID-19 Consumer Health Experience Survey 2020

Exceeding patient expectations in the digital era

Digital transformation has fundamentally changed patient expectations and behaviors. With instant access to provider reviews, healthcare websites, and smart medical apps, today's patients have turned into informed and engaged consumers. When managing their healthcare and evaluating providers, they place a premium on convenience and speed, and they expect self-serve tools and personalized services.

Healthcare delivery organizations (HDOs) are implementing web portals, online scheduling tools, and telehealth solutions to improve patient experience, streamline workflows, and let individuals take a more active role in their care. And COVID-19 placed a renewed emphasis on these initiatives.

Patient experience and safety are top-of-mind in the COVID era and the post-COVID world. People are more concerned about their health and wellbeing, and more apprehensive than ever. In fact, 64% of patients are likely to switch providers that did not meet expectations handling COVID-19.[1]

HDOs are reimagining the patient journey, redesigning waiting rooms and treatment areas, and introducing self-service kiosks to reassure patients, streamline interactions, and improve outcomes. Positive patient identification and matching will play a critical role in optimizing patient experience and improving patient safety in the COVID era and beyond.

Patient identification is central to patient experience

Patient identification and matching have always been significant challenges for healthcare organizations. Duplicate, overlay, and overlap medical records are commonplace. A major industry survey revealed that on average 18% of patient records are duplicates,[2] while another revealed that 64% of healthcare leaders say they have challenges matching patients to medical records.[3]

1. Accenture COVID-19 Consumer Health Experience Survey, 2020
2. Black Book™ Research Survey, 2018
3. eHealth Initiative Patient Data Matching Survey, 2020

Patient misidentification can create redundant and co-mingled records including:

Duplicate records, where multiple medical records are created for the same patient

Overlay records, where data for multiple individuals is merged into the same record

Overlap records, when a person is assigned multiple unique patient identifiers across multiple facilities

Duplicate, overlay, and overlap medical records are all too common
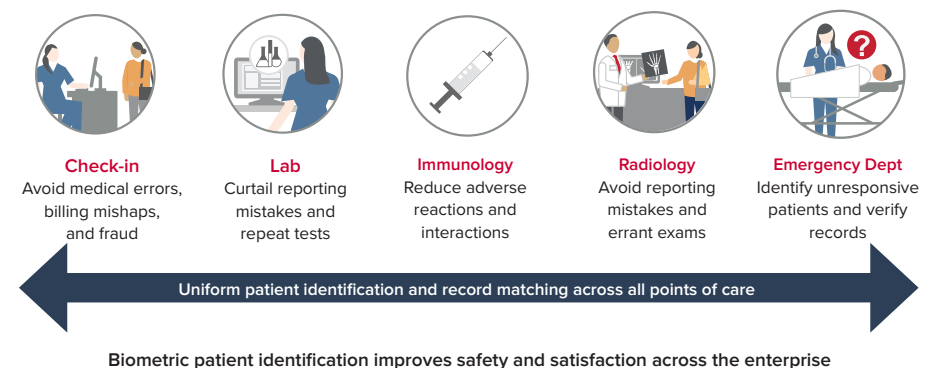
Patient misidentification leads to:

- **Harmful and even fatal medical errors** | Prior to COVID, medical errors were the third-leading cause of death in the U.S. after heart disease and cancer.[4]

- **Patient dissatisfaction and attrition** | Inaccurate records lead to lost or misfiled lab reports, repeat tests, and billing errors, resulting in patient frustration and churn.

- **Lost or deferred revenue** | 33% of denied medical claims are attributable to inaccurate patient identification, which translates to an average of $1.5 million in lost revenue.[5]

- **IT productivity loss and bottom-line impact** | Healthcare IT organizations waste significant time and resources cleaning data and de-duping records.

The sheer magnitude and speed of the COVID pandemic shone a new light on patient identification and matching. 72% of healthcare leaders say patient matching challenges became somewhat or significantly more apparent during the pandemic.[6] Incomplete or inaccurate identifier data impaired patient notification and contact tracing efforts, impacting public health and safety.

Going forward, healthcare organizations must introduce new systems and practices to improve data integrity, alleviate patient concerns, and avoid patient churn. By automating patient registration, identification, and matching functions, HDOs can streamline patient workflows, eliminate manual, error-prone processes, and improve data accuracy.

Positive patient identification is key to instilling patient trust and loyalty. A recent survey by the Kaiser Family Foundation found that 1 in 5 patients spotted an error in their electronic medical records.[7] Forward-looking HDOs are expecting biometric patient identification to enable safer, faster visits, and better patient experiences. Biometric patient identification can help eliminate medical errors and improve results throughout the patient journey and across the care continuum.

Check-in
Avoid medical errors, billing mishaps, and fraud

Lab
Curtail reporting mistakes and repeat tests

Immunology
Reduce adverse reactions and interactions

Radiology
Avoid reporting mistakes and errant exams

Emergency Dept
Identify unresponsive patients and verify records

Uniform patient identification and record matching across all points of care

Biometric patient identification improves safety and satisfaction across the enterprise

4. Johns Hopkins Study, 2016
5. Black Book™ Research Survey, 2018
6. eHealth Initiative Patient Data Matching Survey, 2020
7. Kaiser Family Foundation, 2020

Biometrics overcome patient identification challenges

Research and policy experts at the Pew Charitable Trusts recommend healthcare take a cue from other industries and use biometrics for positive patient identification. In focus groups conducted by Pew, many patients preferred the use of biometrics – the use of physical characteristics – to identify individuals. The respondents indicated that they already use biometrics in other aspects of their lives, like to unlock smartphones or board airplanes, and should be able to use the same approach for healthcare record matching.[8] Biometric authentication is fast, convenient, and reliable, and is ideal for patient identity management in the digital era.

Imprivata PatientSecure improves patient satisfaction and safety

Imprivata PatientSecure® is the market-leading positive patient identity solution. The solution uses palm-vein biometrics to accurately and securely identify patients, providing touchless verification at registration and at points of care.

Imprivata PatientSecure generates a single biometric identifier for each patient, creating a link between individual patients and their unique medical information across healthcare information systems and clinical applications. The solution integrates with self-service kiosks, providing contactless authentication and check-in for streamlined patient workflows.

Optimize patient experiences → Improve patient safety → Accelerate revenues → Boost results
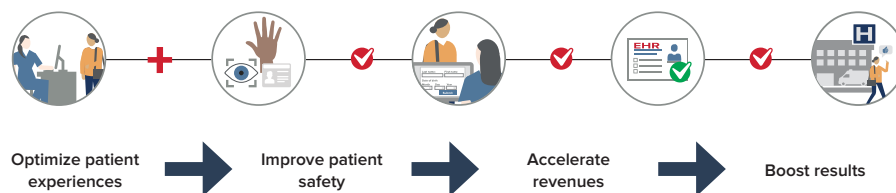
Imprivata PatientSecure improves patient satisfaction and boosts financial results

Imprivata PatientSecure helps HDOs:

- **Optimize patient experience** by automating and streamlining enrollment and check-in, and enabling touchless interactions

- **Improve patient safety and satisfaction** by avoiding mismatched records and medical errors, and improving patient communications

- **Accelerate revenues and improve financial results** by reducing billing mistakes, denied claims, and patient churn

- **Reduce IT expenses and free up staff to focus on strategic tasks** by avoiding wasteful data cleaning and record de-duplication efforts

- **Defend against identity theft and fraud** by preventing impersonation and insurance-card sharing

"The COVID-19 pandemic has highlighted the gaps in health data exchange that have and will continue to inhibit the nation's response to this, and future, pandemics if they remain unaddressed."

- Pew Charitable Trust, 2020

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8. Pew Charitable Trust, 2020

Positive patient identification provides better patient experiences

Patient experience is paramount in the digital era. A superior patient experience starts with positive patient identification, as it is the key to streamlining patient interactions, reducing medical errors, and improving patient satisfaction. Imprivata PatientSecure helps healthcare organizations optimize workflows, eliminate redundant and comingled medical records, and improve patient and financial outcomes.

Learn more about how Imprivata PatientSecure can help your organization optimize patient experience and improve results.

About Imprivata

Imprivata, the digital identity company for healthcare, provides identity, authentication, and access management solutions that are purpose-built to solve healthcare's unique workflow, security, and compliance challenges.

For further information please contact us at
1 781 674 2700
or visit us online at
www.imprivata.com

Offices in
Lexington, MA USA
Uxbridge, UK
Melbourne, Australia
Nuremberg, Germany
The Hague, Netherlands

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