Atlantic Health System improves patient experience, reduces duplicate medical records with Imprivata PatientSecure

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Atlantic Health System

Powered by a workforce of about 18,000 team members – plus nearly 5,000 affiliated physicians – New Jersey-based Atlantic Health serves roughly five million people at more than 400 sites of care. Additional stats (on an annual basis):

- 1 million outpatient visits

- 1.2 million visits to the Atlantic Medical Group physician enterprise

- 235,372 emergency room visits

- 71, 903 admissions

- 8,154 newborn deliveries

CHALLENGES

- Reducing duplicate medical record costs and inefficiencies

- Increasing electronic health record (EHR) accuracy

- Improving patient safety and satisfaction

- Optimizing revenue cycle efficiencies

- Guarding against identity/insurance fraud

SOLUTION

Imprivata PatientSecure®, the positive patient identity solution that creates a critical 1:1 match between individual patients and their unique medical records.

RESULTS

Reduced duplicate medical records from 18% to .03%, increased confidence in EHRs, optimized patient care experience, boosted revenue/reimbursement efficiencies, strengthened identity and insurance fraud protection, and streamlined patient registration.

Expanding patient identification capabilities to dramatically reduce duplicate records

Atlantic Health's mission is to design and deliver high-quality, innovative, and personalized care that builds healthier communities and improves the lives of patients, consumers, and caregivers. And for Danielle Pieloch, executive director of patient access, it all starts with positive patient identification.

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> **Danielle Pieloch, executive director of patient access at Atlantic Health**

Shortly after joining Atlantic Health, Pieloch was tasked with significantly expanding upon a preliminary rollout of Imprivata PatientSecure across the entire health system.

The goal? To instantly identify the patient with virtually 100% accuracy. By doing that, Atlantic Health could significantly reduce duplicate medical record rates to ensure patient privacy and eliminate wasteful record merging — as well as associated patient misidentification issues that can lead to medical errors, the potential for identity and insurance fraud, revenue cycle inefficiencies, and HIPAA compliance breaches.

Positive patient identification: A critical responsibility to avoid errors and ensure patient safety

As patient access leader, Pieloch considers positive patient identification one of her team's core responsibilities. "Before coming to Atlantic I was at an organization that had multiple EMRs and millions of duplicate records," she says. "So, I was beyond excited to hear that we already had the Imprivata technology up and running. And it became my job to expand the implementation and take our patient identification capabilities to the next level."

This was a challenge Pieloch was more than ready to take on — because she has little patience for medical record duplication. "Essentially any dollar spent on merging records is a dollar taken away from patient care. It is wasted because it's really just directed at fixing errors that never should have been made to begin with," Pieloch says. She also considers patient misidentification unacceptable because of the potential effects on patient safety and organizational integrity.

"Misidentification can result in adding Patient A's medical information to Patient B's records, the forwarding of incorrect test results, and even potentially treating a patient for the wrong diagnosis. So, we work very diligently on the front end to make sure that never happens," she explains.

Helping Atlantic approach 100% success rates

Pieloch's team recently completed its highly ambitious expanded implementation of the Imprivata PatientSecure biometric-based positive patient identification solution – across one of the country's largest health delivery organizations.

With palm vein scanning technology, Atlantic Health's clinicians and support staff can now quickly and confidently retrieve the health records they need to deliver the best possible patient care.

"I really see using Imprivata PatientSecure with the palm scanning technology as the tool that enables my team to be as close to 100% successful as possible," says Pieloch. "It kind of bullet-proofs the process. I feel very lucky to have it in our toolbox here at Atlantic Health from a patient access perspective."

Implementation results: Ensuring patient safety and boosting system-wide efficiencies

Atlantic Health System now requires all new departments and physicians' offices to use the biometric-based patient access solution. Why? Due to the proven benefits when deployed system wide. Following the implementation, Atlantic Health has seen:

- Duplicate records cut from 18% to .03%

- Clinical care teams express increased confidence in providing care with EHR accuracy

- Medical errors avoided – and patient care and experience optimized

- Revenue cycle and reimbursement efficiencies improved

- Identity and insurance fraud protection strengthened

- Patient registration workflows streamlined

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Danielle Pieloch, executive director of patient access at Atlantic Health

Pieloch attributes much of the project's success to her close collaboration with IT, team and staff training, patient outreach, system accuracy, and clinician acceptance — as well as the team's rigorous Covid-era cleaning and disinfection procedures.

Not one for resting on her laurels, her team is now planning a pilot program to introduce the next generation of touchless palm scanners to further improve on an already successful infection prevention regimen.

Learn more

For more about how your organization can benefit from **Imprivata PatientSecure**, contact your Imprivata representative today.

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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 more information, please contact us at 1 781 674 2700
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