



HCEG WEBINAR SERIES

**WE CAN STOP DISEASES,
BUT CAN WE STOP THE FAX?**

Thursday, October 17th, 2019 11:00am PT / 2:00pm ET

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HCEG
WEBINAR Series

www.hceg.org/webinars



The HCEG Top 10

1. **Data & Analytics:** Leveraging data (especially clinical) to manage health and drive individual, provider and payer decisions.
2. **Total Consumer Health:** Improving members' overall medical, social, financial, and environmental well-being.
3. **Population Health Services:** Operationalizing community-based health strategy, chronic care management, driving clinical integration, and addressing barriers to health such as social determinants.
4. **Value-based Payments:** Transitioning to and targeting specific medical conditions to manage cost and improve quality of care.
5. **The Digital Healthcare Organization:** HSAs, portals, patient literacy, cost transparency, digital payments, CRM, wearables and other patient-generated data, health monitoring, and omni-channel access/distribution.
6. **Rising Pharmacy Costs:** Implementing strategies to address growth of pharma costs along with benefits to quality of care and to total healthcare costs.
7. **External Market Disruption:** New players like Amazon, Chase, Apple, Walmart, and Google.
8. **Operational Effectiveness:** Implementing lean quality programs, process efficiency (with new core business models), robotics automation, revenue cycle management, real-time/near-time point of sales transactions, etc.
9. **Opioid Management:** Developing strategies for identifying and supporting individuals and populations struggling with substance abuse/addiction or at risk of addiction.
10. **Cybersecurity:** Protecting the privacy and security of consumer information to maintain consumer trust in sharing data.

WE CAN STOP DISEASES, BUT CAN WE STOP THE FAX

ASHLEY FIFIELD
MELISSA WARNKE
JEFF SPONAUGLE

OCTOBER 17, 2019



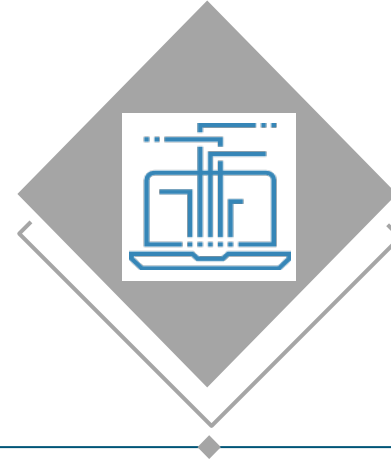
1843



1876



1969



2001

THE COST OF THE FAX MACHINE

\$250 Billion¹

cost to process 30 Billion healthcare transactions annually, including 15 Billion faxes

\$2.5 Million²

the largest fax HIPAA fine issued in 2017 for faxing to the wrong number

75%³

of patient information estimated to be sent via fax

30%⁴

of tests reordered because results cannot be found

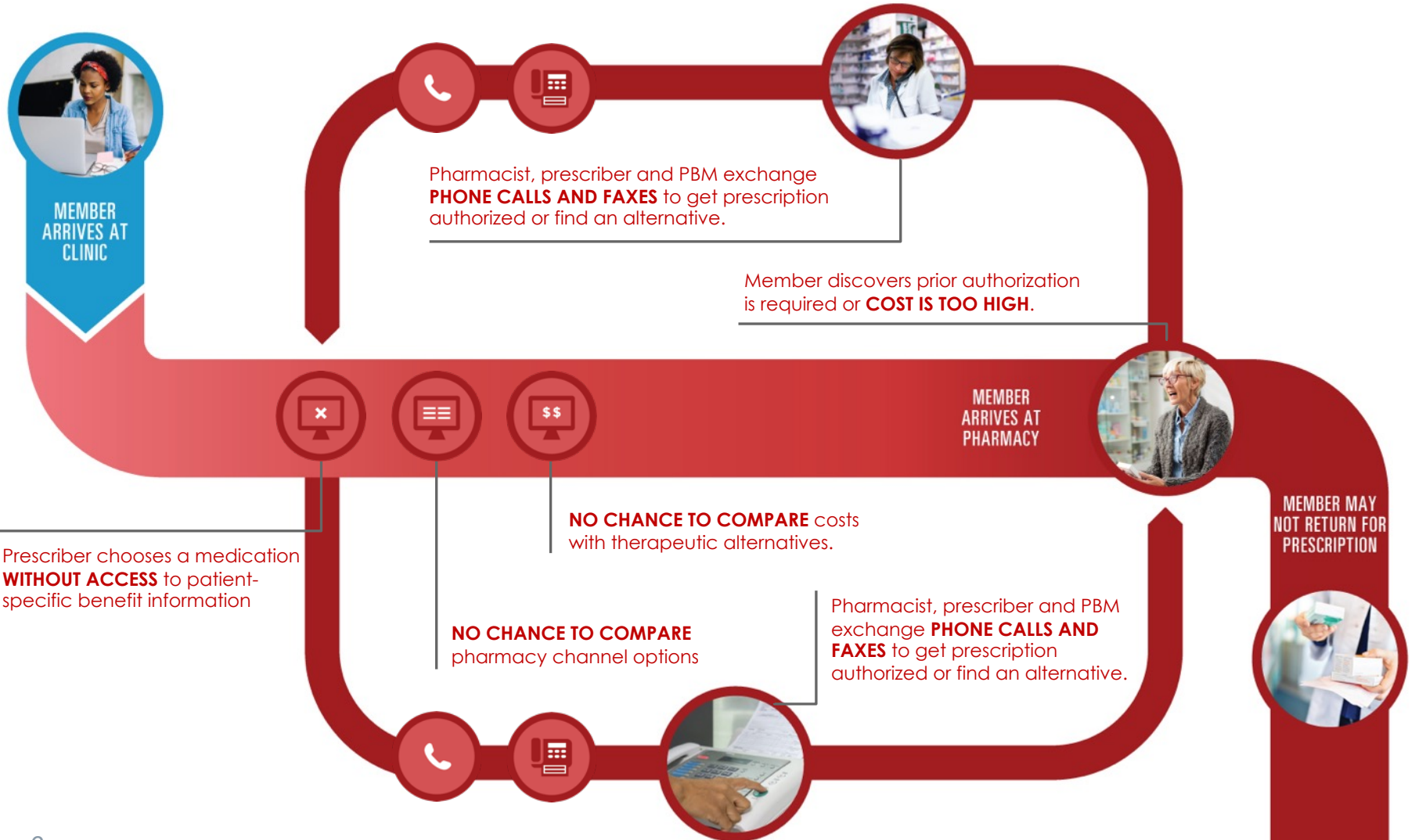
¹ 30 Healthcare Statistics That Keep Hospital Executives Up at Night, <https://getreferralmd.com/2016/08/30-healthcare-statistics-keep-hospital-executives-night/>

² \$2.5 Million Settlement Shows that not understanding HIPAA requirements creates risk, <https://www.hhs.gov/about/news/2017/04/24/2-5-million-settlement-shows-not-understanding-hipaa-requirements-creates-risk.html>

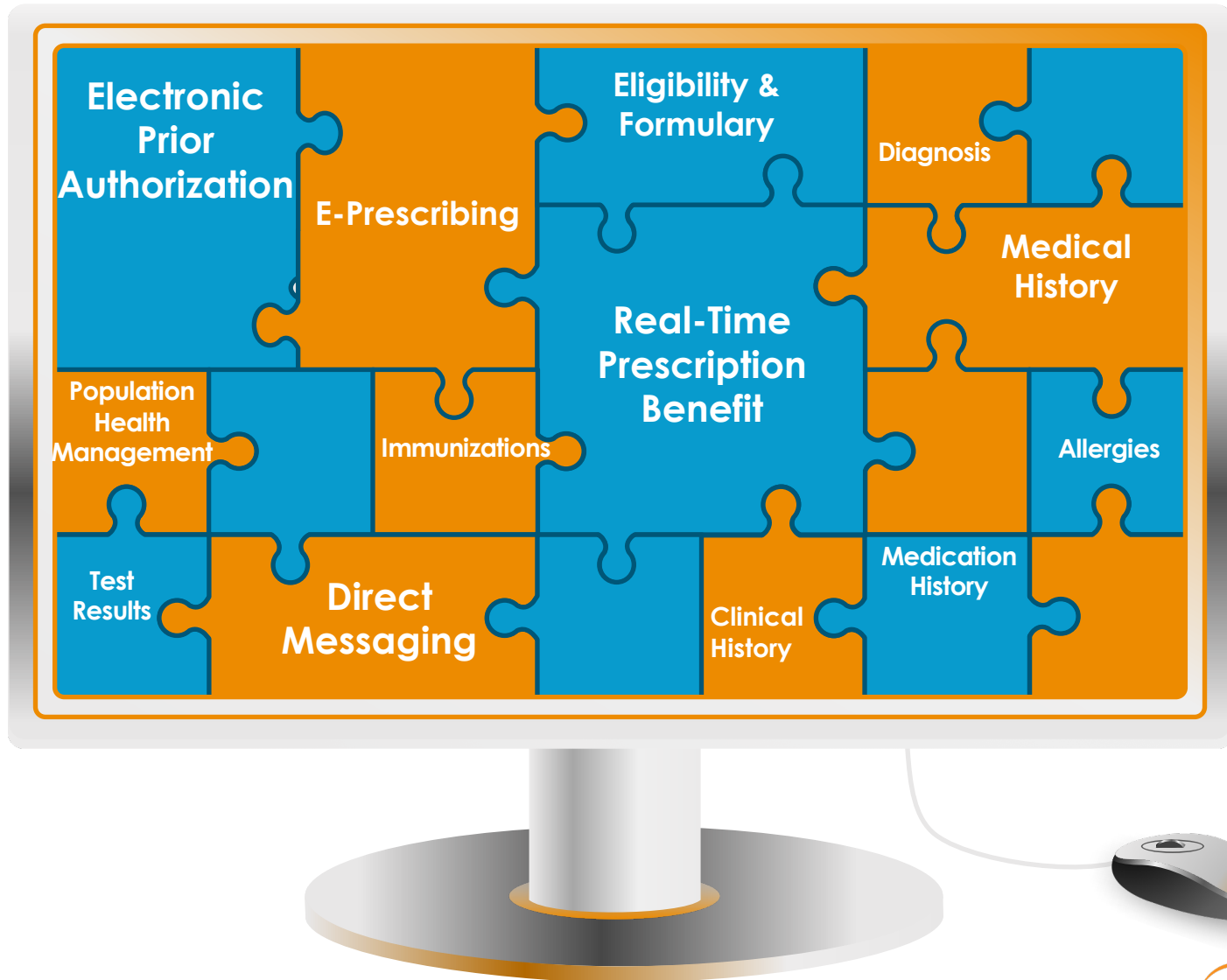
³ The Fax of Life – Why American medicine still runs on fax machines, <https://www.vox.com/health-care/2017/10/30/16228054/american-medical-system-fax-machines-why>

⁴ 30 Healthcare Statistics That Keep Hospital Executives Up at Night, <https://getreferralmd.com/2016/08/30-healthcare-statistics-keep-hospital-executives-night/>

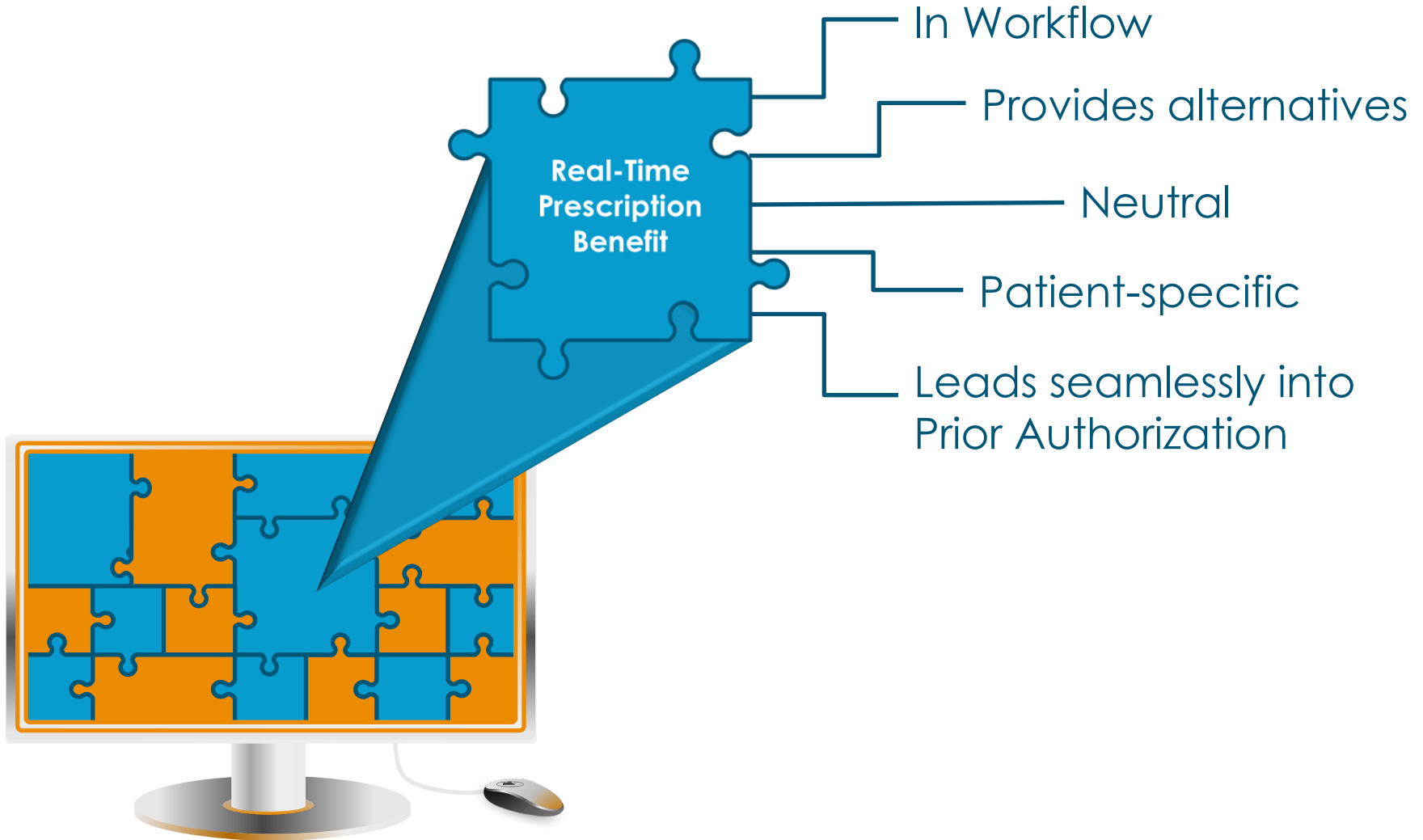
YOUR MEMBERS EXPERIENCE WHEN HEALTHCARE USES OLD “TECHNOLOGIES”



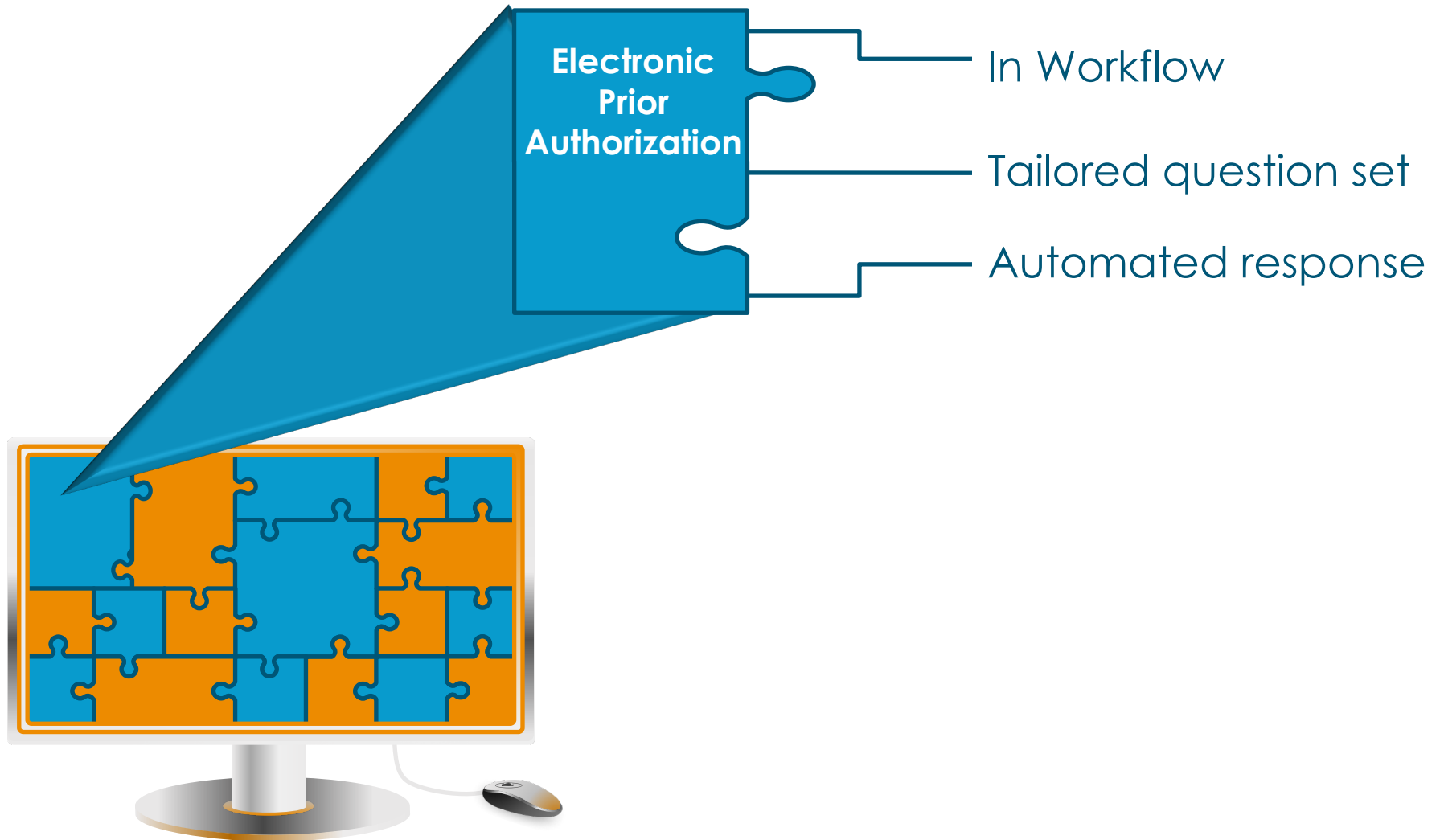
SOLVING THE FAX MACHINE PUZZLE IN THE EHR



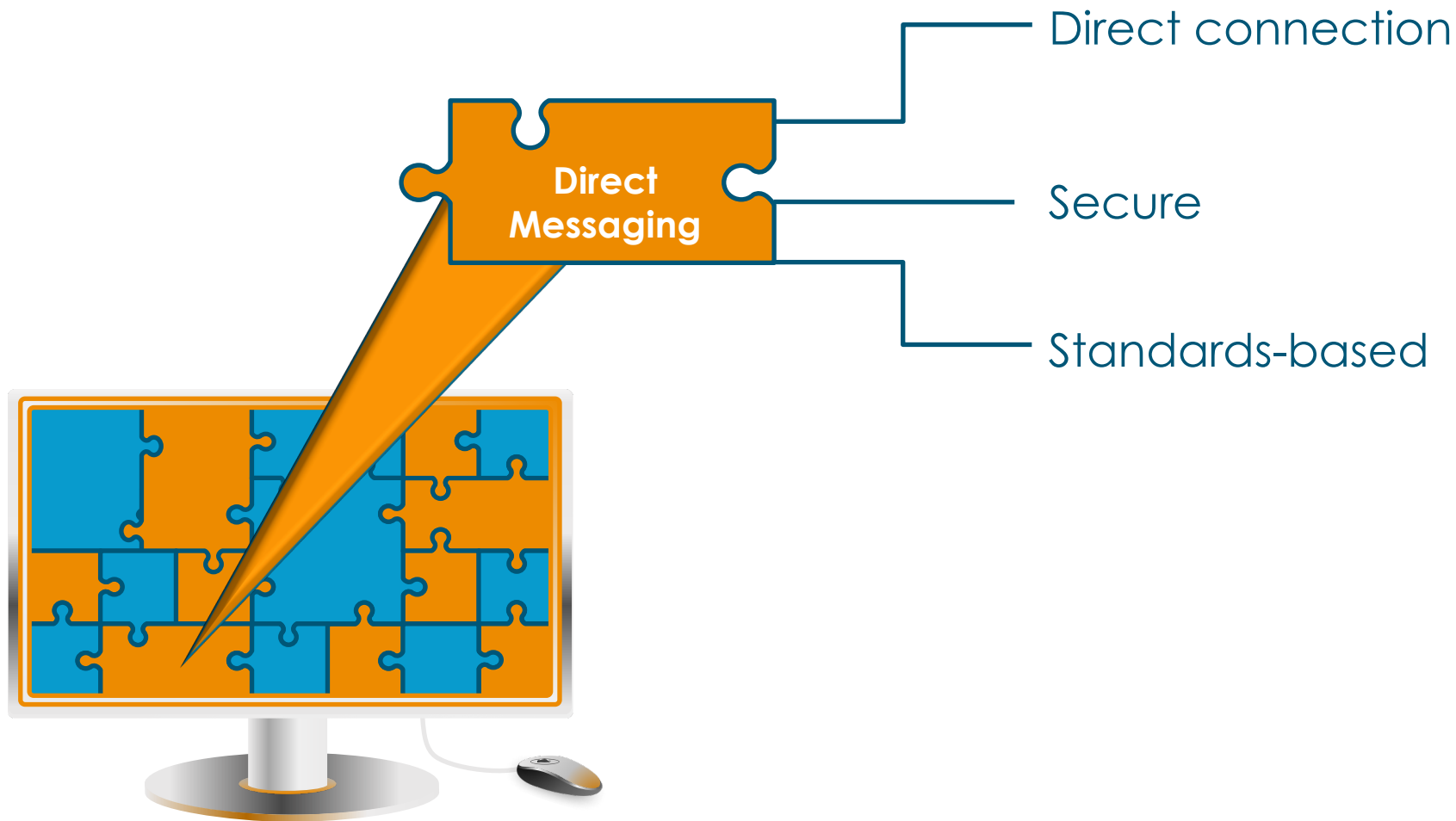
PATIENT-SPECIFIC INFORMATION



FASTER PRIOR AUTHORIZATIONS



SECURE COMMUNICATIONS



YOUR MEMBERS EXPERIENCE WHEN HEALTHCARE USES NEW TECHNOLOGIES



MEMBER ARRIVES AT CLINIC



EHR checks group-level benefit plan information via **ELIGIBILITY & FORMULARY**.

REAL-TIME PRESCRIPTION BENEFIT shows member's out-of-pocket cost at three pharmacy options, as well as a less expensive, equally viable therapeutic alternative.

Coverage alert: Prior authorization required

If prescriber needs to start member on a specialty medication, **SPECIALTY PATIENT ENROLLMENT** pulls form into prescriber's workflow and connects to specialty hub.



Prescriber initiates **E-PRESCRIBING**, entering medication and patient's choice of pharmacy.



ELECTRONIC PRIOR AUTHORIZATION finds the correct prior authorization form, automatically populates the member's information and displays required questions. Request is submitted to payer.

Prior authorization approved in under a minute.



Both medications are waiting and member knows how much they'll cost.

MEMBER ARRIVES AT PHARMACY

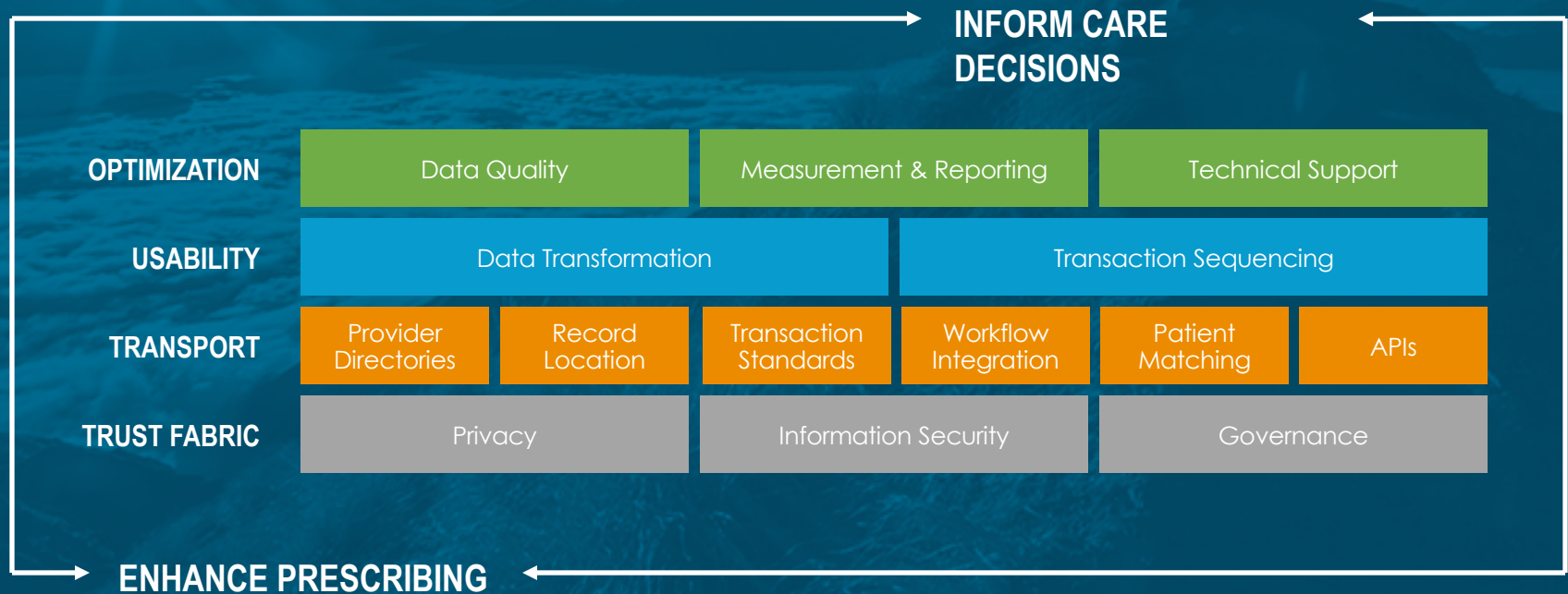


A silhouette of a person standing on a mountain peak with their arms raised in a 'V' shape, set against a blue-tinted background of a mountain range.

A CASE STUDY

THE SURESCRIPTS NETWORK: RELIABLE, SECURE & BUILT TO SCALE

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RELIABILITY

Ensuring constant access to actionable patient intelligence

SCALABILITY

Building value through growth

SECURITY

Setting the bar for privacy & data integrity



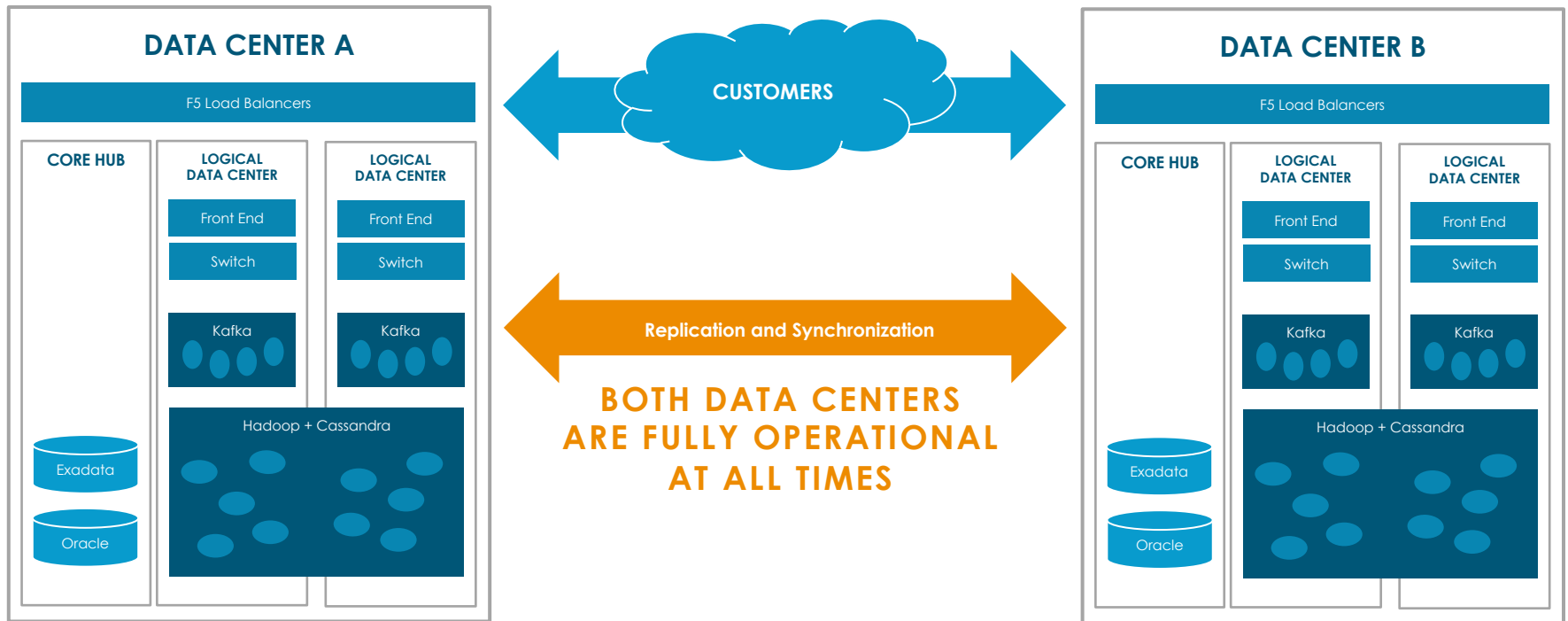
RELIABILITY

Ensuring constant access to
actionable patient intelligence

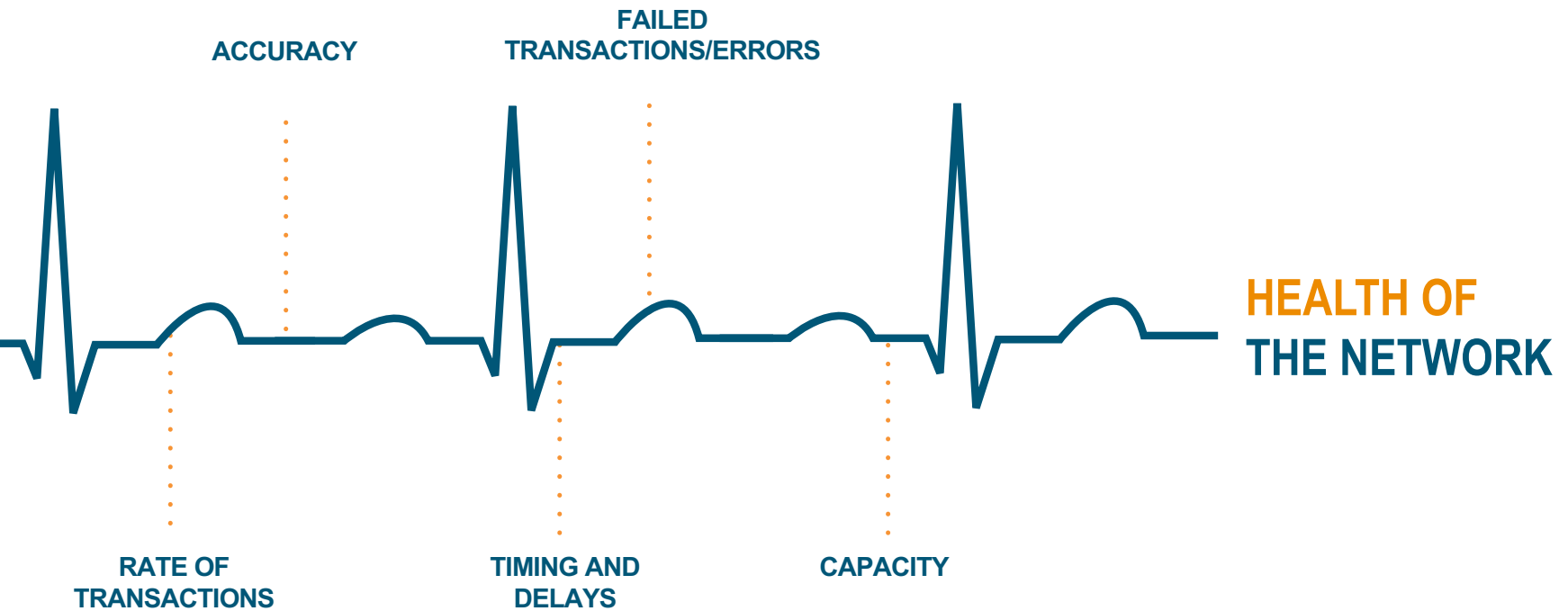
SURPASSING UPTIME EXPECTATIONS

**99.99% UPTIME IN 2018,
EXCEEDING OUR AVAILABILITY
TARGET
& AMOUNTING TO JUST OVER 4
MINUTES
OF DOWNTIME PER MONTH.**

ACTIVE/ACTIVE DATA CENTERS FOR HIGH AVAILABILITY



PROACTIVE MONITORING AND FAILURE ANALYSIS



RELIABILITY

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SECURITY

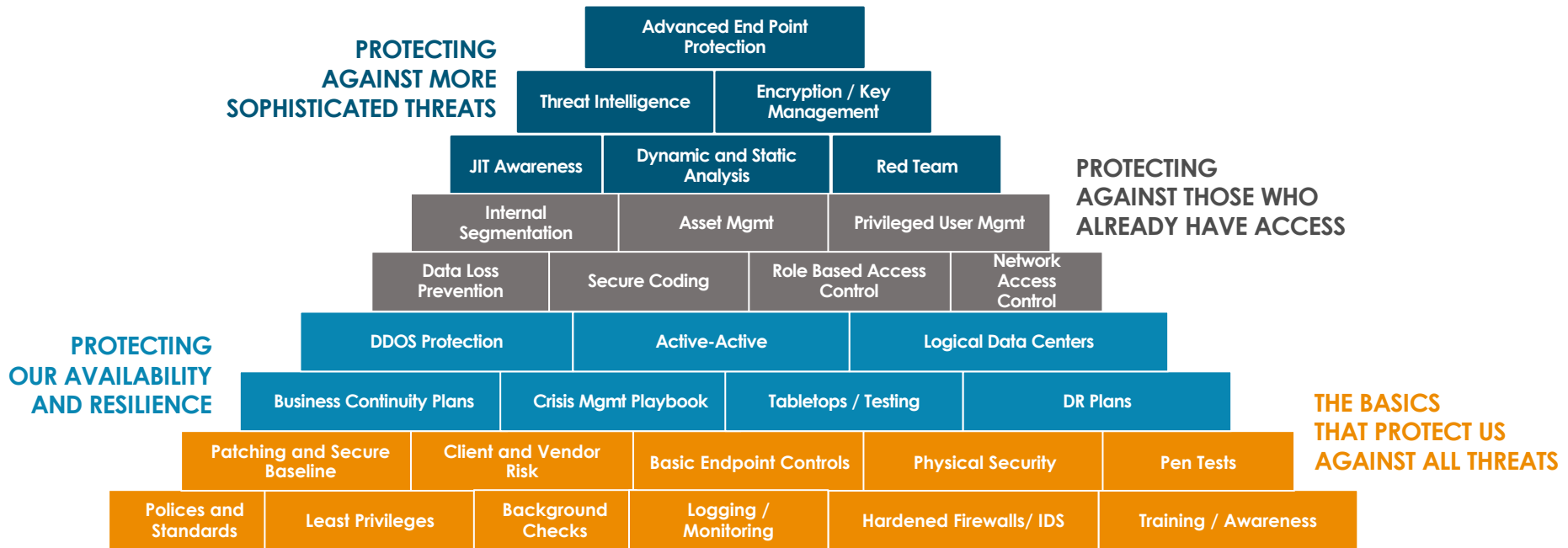
Setting the bar for
privacy & data integrity

ACHIEVED THE HIGHEST SECURITY STANDARDS

HITRUST
CSF Certified



DEFENDED AGAINST THREATS AT EVERY LEVEL



RELIABILITY

Ensuring constant access to actionable patient intelligence



SCALABILITY

Building value through growth



SECURITY

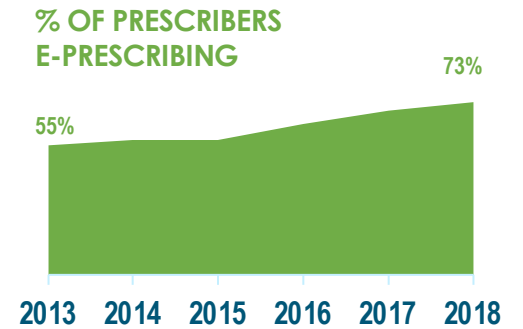
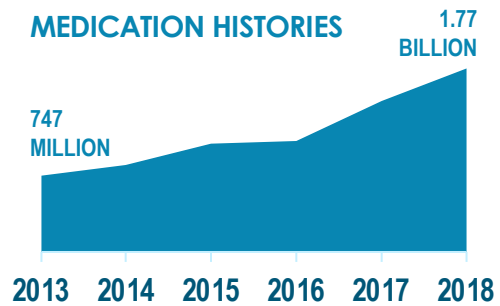
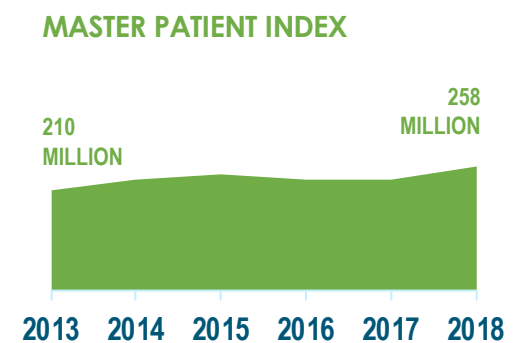
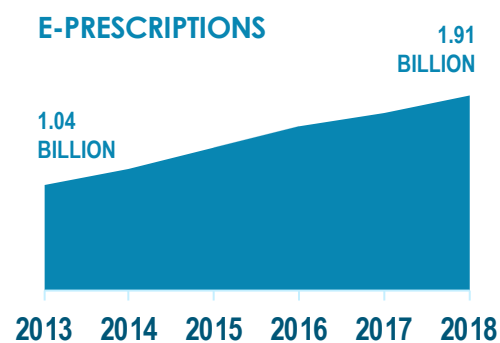
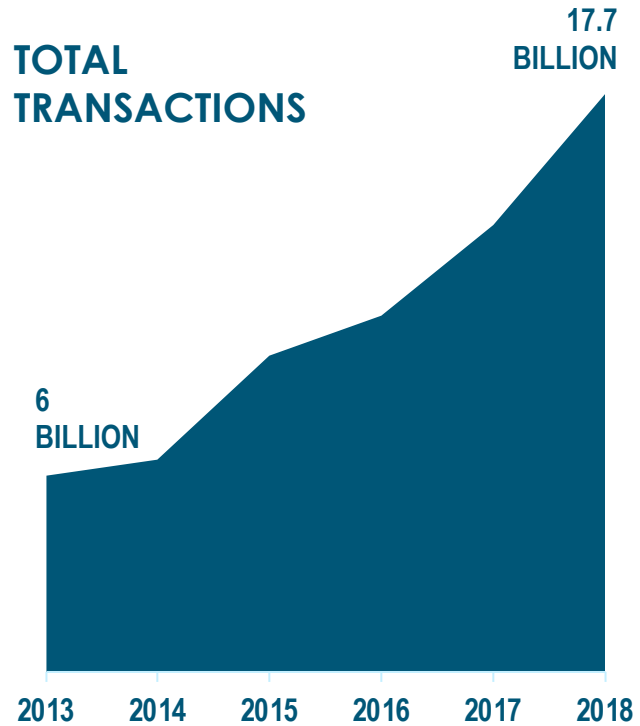
Setting the bar for privacy & data integrity



SCALABILITY

Building value
through growth

SCALING IN MULTIPLE DIMENSIONS



A WORKFORCE READY FOR A SHIFTING INDUSTRY



**ACCESS TO DIVERSE
INNOVATIVE TECHNICAL
AND BUSINESS TALENT
ACROSS THE COUNTRY**



**MAINTAINING
CONNECTIONS TO
INDUSTRY PARTNERS FROM
OFFICES IN MINNESOTA,
VIRGINIA, OREGON AND
NORTH CAROLINA**



**AGILE PRODUCT
DEVELOPMENT PROCESS
ALLOWS FOR RAPID
RESPONSE TO MARKET
CONDITIONS**

TECHNOLOGIES THAT CAN MATCH OUR PACE



Google



cassandra

facebook



NETFLIX

THANK YOU

Questions?

Have a question after the webinar? Email Ashley.Fifield@Surescripts.com

The logo features a white, thin, curved line that starts above the 's' and ends above the 'i' in the word 'surescripts'.

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EXECUTIVE LEADERSHIP ROUNDTABLE AT HLTH
**FLYING THE PLANE WHILE BUILDING THE PLANE:
DO YOU HAVE WHAT IT TAKES TO PILOT
THE TRANSFORMATION OF HEALTHCARE?**

Wednesday, October 30th, 2019 12:00PM to 3:00PM PT

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HCEG

Executive
Leadership
Roundtable

www.hceg.org/elr

Email jr@hceg.org to register!

Make Your Voice Heard!

Share YOUR Insight on the Challenges, Issues, & Opportunities facing HealthCare in 2020



INFLUENCE THE FUTURE OF HEALTHCARE:
**Take the 10th Annual
Industry Pulse Survey**

Developed by Change Healthcare in partnership with the *HealthCare Executive Group (HCEG)* over the past nine years, the **Industry Pulse Research Survey** is based on the HCEG Top 10 challenges, issues, and opportunities, as voted on by HCEG membership during the HCEG's Annual Forum.

The Industry Pulse and the HCEG Top 10 encourage continuous and evolving dialogue on the main issues and concerns facing healthcare leaders across the country.

Thank You!

Join the Conversation!



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