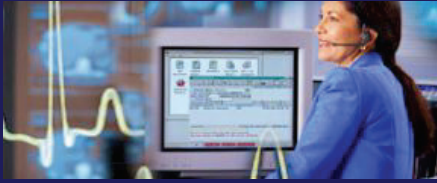


Spring/Summer 2008



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# USA TODAY

## What Is Business Intelligence (BI)?

By Jay Christensen  
Director, Product Manager, Technology and Special Projects

The Wikipedia encyclopedia describes Business Intelligence (BI) as:

“...technologies, applications and practices for the collection, integration, analysis, and presentation of business information and also sometimes to the information itself. The purpose of business intelligence is to support better business decision making.”

Data is information and information is powerful only if one can access it and then only if the information can be shared intelligently with others. To accomplish this task, many BI vendors offer tools which access disparate repositories to gather and combine related information for presentation to the users of the BI product.

A BI tool accesses data from an accounts payable database, as well as incorporates a spreadsheet on vendor information maintained by the business office. Once the data is accessed, the BI tool presents the information using a graphical format in a simple, meaningful display, allowing the user to ascertain answers in areas of significance.



Here are just a few of the numerous technology companies today that offer BI products:

ADVIZOR Solutions	QlikTech
IBM (Formerly Cognos)	SAP (Formerly Business Objects)
iDashboards	SciHealth
LiveData	Speedware
Logi8	VisualCalc
Microsoft	Visual Mining
MicroStrategy	

As one can see from the list of companies, acquisition by larger companies wanting to get into the BI marketplace is common these days.

Having recently returned from a BI vendor's conference, it was obvious talking with attendees that the core of any good BI tool is the ease at which information is accessed and presented to the user.

*Continued on Page 2*



### Report From The Field: Gauging the Impact of Physician Access

Over 18 months ago, **Botsford General Hospital** located in Farmington Hills, MI, supercharged their scheduling process with Physician Access, providing physician and surgeon offices access to real-time scheduling information and functions, including security features that allow the healthcare organization to control access.

“The implementation of USA's Physician Access has improved physician relationships, increased referrals and revenue, improved scheduler productivity, and provided optimal resource utilization and scheduling efficiency”, stated Luke Meert, the Corporate Accounts Receivable Director for Botsford.

Since implementing the product in September, 2006, Botsford has noted an expanding number of physician offices utilizing Physician Access. Meert added, “The benefits to the organization have been substantial in terms of physician and patient satisfaction, and the entire patient access process has been streamlined as a result. The reach of Physician Access continues to grow as the current plans include moving the product into all affiliated physician offices that rely on Botsford for patient service.”

*Continued on Page 2*

*(Continued from Page 1 – Business Intelligence)*

In Edward R. Tufte's book *Visual Explanations*, he describes the effort of the engineers who worked on Challenger to describe the risk of launching the space shuttle when the temperature was 26 to 29 degrees because of O-ring failure. Although they used 13 different charts to try to persuade NASA not to launch Challenger, they were unsuccessful. They could not clearly convey their position to NASA and unfortunately the results were dreadful.

Simplicity is the key to good presentations. Stephen Few is a consultant and educator in the fields of business intelligence and information design. His focus is on data visualization. A strong proponent of simplicity, he was an especially effective speaker at the BI vendor's conference. A good BI tool should follow the human thought process of the user, not that of the person who programmed the software. The BI tools should allow people to "SEE".

- Seek out the data to find what is significant
- Examine and comprehend the data
- Enlighten others with the data to make business decisions

Key Performance Indicators (KPI) are just a few of the tasks which BI tools can address. By identifying the high volume procedures and then applying cost savings programs to these procedures, the bottom line improves. In the case of OR utilization, improvements on case start times leads to improved OR capacity through better utilization of staff, equipment and rooms. This also helps stem defections of surgeons because daily surgery bottleneck frustrations are reduced. Again, the bottom line is affected because the surgical costs are reduced while more cases can be scheduled through better utilization of the limited OR time.

Today, many improvements in businesses are the result of BI technology. In one example, within a three to four year timeframe, John Deere employed analytical tools to save more than a billion dollars through better inventory optimization. While your organization probably won't save a billion dollars, one can improve the bottom line by investigating issues quickly and monitoring the effect of changes with BI tools. ■

Interested in learning more about BI? You can order "*Visual Explanations: Images and Quantities, Evidence and Narrative*" by Edward R. Tufte at your local library or book store.  
ISBN-10: 0961392126

*(Continued from Page 1 – Physician Access)*

The newest release of Physician Access includes an improved Physician Access module which incorporates existing managed care rules so the physician office knows immediately if the diagnosis does not meet medical necessity.

"As part of my job, I am visiting with clients on a regular basis and a discussion of Physician Access is always high on the agenda", said Patrick Brennan, Director of Client Relations. Susan Wade, Director of Registration at **Hendrick Medical Center** in Abilene, Texas commented about their progress during a recent visit, "All on staff physician offices have been trained on it and currently, approximately 500 scheduled events come in through Physician Access per month and the number is growing." She added, "It is accepted more among the younger doctors. Some offices use online scheduling exclusively, while others choose to use it after hours or during peak call times when call wait times are extensive."

Wade expressed excitement about the new release, especially the enhancements such as medical necessity checking, entering managed care information, and an orders work queue and noted, "From a revenue cycle aspect, medical necessity checking along with the ability to capture referral information from the doctor's office is the best way to eliminate the loss of most physician order related revenue."

Becky Preston, IS team lead for scheduling at **Order of St. Francis (OSF)** in Peoria, Illinois reported during a recent meeting with Patrick that nine practices representing approximately 35 physicians are currently

using Physician Access, and both the practices and the schedulers like it very much. Many other practices are lined up to be installed. Preston mentioned, "At first the doctors offices staff felt they were simply doing the schedulers work, but as they got used to the system they liked the fact that calls were eliminated. They like that they can schedule while the patient is present and give them a reminder notice...Physician Access is definitely a great physician and patient satisfaction tool."

While the excitement is evident across the board regarding Physician Access, all of the clients are equally enthusiastic about the release of Orders Integrator.

"Perhaps our greatest workflow improvement is the addition of the Orders Integrator module", said Brennan. "We know how painful and paper intensive the process can be to match the physician order for a procedure to the scheduled event. Our new module enables our clients to attach an electronic image of the order to the scheduled event, thus eliminating the paper. Whether it comes in to them via fax or is hand carried by the patient, the paper copy can be quickly scanned, identified and attached; simultaneously satisfying the missing orders work queue. If the client uses this in conjunction with our Physician Access module, the order can be created at the same time as the scheduled event and the work queue action item automatically satisfied."

Physician Access is installed or scheduled to be installed in almost half USA's client base, and with the release of Orders Integrator and proven field success, that number is expected to expand rapidly. ■



Unibased Systems Architecture formally awarded the top honors during the Healthcare Information and Management Systems Society (HIMSS) annual conference.

Pictured above, left to right:  
Jennifer Miller, Senior Sales Consultant – USA  
Jared Peterson, V.P., Research Operations- KLAS Enterprises  
Larry Grossman, V.P., Product Management & Marketing– USA

## A Big Thank You!

KLAS Enterprises published its annual "Top 20 Year-End Report" announcing that we maintained our rating as the BEST OVERALL vendor and (for the 5<sup>th</sup> YEAR IN A ROW) retained the category leader position in both Enterprise Scheduling and Surgery Management.

**Thank you** to our valued customers for the time and attention required to complete the necessary 40-question survey and candid feedback in the follow-up telephone interview. Your participation has resulted in our number one ranking. **We could not have done it without you!**

## WellSpan Health Successfully Integrates USA Application and Galvanon Patient Kiosk to Deliver Superior Customer Service



Once the patient identifies themselves on the kiosk, the appointment from USA will be shown for the patient to confirm details; if there are multiple visits that day, all will be listed in an agenda. The patient reviews demographics received from RMS and indicates any special conditions (such as Workers' Compensation), then signs the applicable forms, such as Privacy Practices.

Since February 2008, WellSpan Health has been using Galvanon check-in kiosks in conjunction with USA's enterprise scheduling application, Resource Management System (RMS), at its WellSpan Adams Health Center. A good example of how the system works is in rehabilitation medicine. A scheduler will receive a phone call to schedule the patient for an appointment or series of appointments at any one of WellSpan's rehab locations in Adams County, PA. The scheduler can graphically select the earliest appointment, or select dates that match the patients' preferences. Once the best time is identified and booked, a transaction flows instantly to Galvanon's database indicating the patient, provider, procedure and time. The front desk staff in the WellSpan Adams Health Center will see this appointment appear in their electronic sign-in sheet. A series of color-coded progress indicators will appear beside the patient on the sign-in sheet, which shows when the patient checks in and completes forms. Later, the patient will arrive for the appointment, and has the option to check in at the kiosk.

As the patient completes check-in, the progress indicators light up and highlight any problems which might require a discussion with the front desk staff.



If all the progress indicators are green, the patients will automatically move to a "Ready for Service" queue, which is monitored in the gym by the therapists. This will alert them to greet the patient and bring them back. If any of the progress indicators are red, the front desk staff can resolve the issues, such as changes to insurance, and then send them to the "Ready for Service" queue. Upon completion of the therapy session, the therapist will move the patient to the service

complete queue. At any given time during the day, any therapist can look at the queue and see who is in the gym, who has left and who has not yet arrived.

WellSpan is very interested in monitoring time-to-service for its ambulatory offices in order to optimize wait times for the patient. Since not every office is using kiosks, it was important to report this out of RMS. To enable this, Galvanon sends check-in times and service complete times to RMS via a HL7 SIU transaction. These times are matched with the original scheduled appointment times.

Since WellSpan was the first customer to complete the two-way integration of USA and Galvanon products, a number of challenges were faced which took time and dedication to overcome. USA and Galvanon had created different approaches to how multiple appointments should be passed via HL7. Once this was identified, Wellspan, USA and Galvanon met to discuss an approach that would work for all, and changes were made to both systems to accommodate. USA and Galvanon have been willing and enthusiastic to make the changes rapidly in order to meet go live timeframes. In addition to rehab medicine, WellSpan handles scheduled appointments for its sleep center, walk in appointments for lab, and prescription fills and refills in its pharmacy.

Continuous improvements to the software have seen ease of use survey reports increase from 30% on the first day, to over 70% now. Additional enhancements are expected to improve it even further. ■

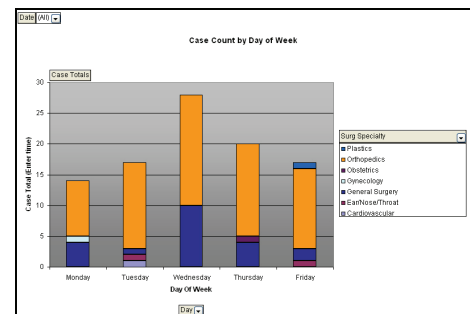
To learn more about WellSpan Adams Health Center, visit them on the web at [www.wellspan.org](http://www.wellspan.org).

## Easy Q Report Generator for PeriOp - A Solution for an Ad Hoc Requirement

**Problem:** Sterile Supply at St. Francis Medical Center, in Monroe LA, asked the O.R. Nurse Manager for a historical report showing total cases by surgical specialty, listed by hour entered and hour exited to gauge the number of cases done after normal hours on weekdays to ensure proper staffing levels and necessary supplies were available. Elizabeth McCurdy, the I.S. Architect, assisted to collect and present the information.

**Solution:** Working with Hank Collins of the USA Support Staff, McCurdy created an EasyQ report showing Surgical Specialty, Enter Date/Time, Exit Date/Time and Case Number. (EasyQ report generator is a tool to facilitate extemporaneous development of reports. Coupled with Excel's capabilities, you have a wealth of information in an easily understood format.) Using an imported .txt file and Excel formulas, they designed 3 charts; one for day of the week totals by surgical specialty, one for cases by hour entering the O.R. (by specialty) and, one for case totals by hour exiting the O.R. (by specialty). Sterile Supply received the information they needed and can now adjust personnel hours and available supplies to meet the projected demand. ■

See sample chart to the right: Day of the Week Totals by Surgical Specialty



## Employee Profile



**Patrick J. Brennan**  
Director, Client Relations

Pat Brennan joined USA in 2006. As the Director of Client Relations, he is responsible for ensuring clients are aware of the ongoing additions to RMS/ORMS capabilities. USA provides three major product upgrades each year and Pat assists clients to determine which new features would be most useful. Recently, he has focused on provider customer service programs designed to increase patient service volumes, physician satisfaction and reduce the potential for bad debt and write-offs.

Because of Pat's background, having worked as an executive with major healthcare providers for several years, he is most pleased when knowing he has helped to improve a client's bottom line.

Prior to coming on board with USA, Pat worked for KASS MSO, a physician management services organization and held the position of Director of Operations. He also had been employed by Tenet St. Louis for 13 years as Director of Information Systems and the previous 10 years at McDonnell Douglas Health Systems as Manager of Product Management.

Pat is married with two adult children; his son teaches Spanish in Memphis and received his Masters in teaching in May and his daughter is a senior at the University of Dayton, majoring in psychology. In his leisure time, he enjoys movies, exercise, and attending sporting events with his son. His wife Kathy is a children's psychiatric nurse, which he jokes, "explains a lot about me." ■

## Hints From The Help Desk

By Leslie Neilson, Certified Software Testing Engineer

### Building a New Site in RMS/ORMS

RMS/ORMS has a new enhancement known as "Site", which allows for a level between facility and department. Sites would most often be used for an outpatient center that has multiple departments but is part of a main facility. The advantage of building outpatient centers as sites rather than facilities is they do not require their own set of registration code tables. They share the registration code tables and interface functionality of the main facility. Sites are intended to be a time saver for code table maintenance. As with facilities, users still have the ability to search across facility and site boundaries for first available times.

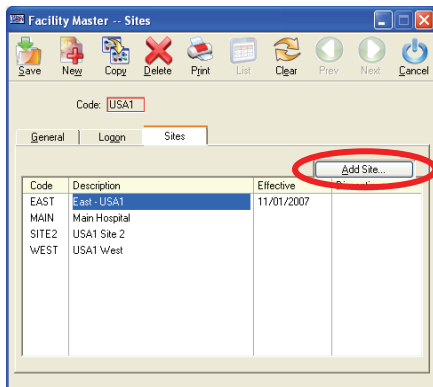


Fig. 1

To create a new site, go to the Facility Master table under System Administration in the code table list. Choose the Sites tab (see Fig. 1). Choose Add Site to enter a code and description. All facility-based code tables will now have the Site field as a drop-down selection.



Fig. 2

Setting a default site for an individual user can be set in either Change User Authorization or Logon User under Facilities. A default site for a Security Group can also be set in the Facilities tab.

Whenever the user accesses facility-based functions, such as Scheduling, both the default facility and its default site will appear. Of course, if the user has access to other facilities and sites, these may be changed. ■

*If you have any questions, you may email me, Leslie Neilson at [lnilson@unibased.com](mailto:lnilson@unibased.com), or you may call us at (800) 489-6069, extension 6 for support.*

## Customer News

**Martin J. Bonick** has been appointed President and Chief Executive Officer of the Jewish Hospital Medical Campus and Vice President of **Jewish Hospital & St. Mary's HealthCare**, (Louisville, KY).

**Maria Russo** has been appointed Chief Information Officer at **Jewish Hospital & St. Mary's HealthCare** (Louisville, KY).

**Christine M. Candio, RN, FACHE**, has been named Chief Executive Officer of **Inova Alexandria Hospital** (Alexandria, VA).

**Thomas Fender**, Surgical Services Director for **Huntsville Hospital** (Huntsville, AL) received the Fred Crauswell Award for Excellence in Human Resources.

**Baptist St. Anthony's Health System** (Amarillo, TX) received the 2007 Distinguished Hospital Award for Patient Safety™ by HealthGrades; Ranked Among the Top 5% in the Nation for Patient Safety.

Botsford Medical Center (Redford Township, MI) held its grand opening in December. In addition, **Botsford Hospital** (Farmington Hills, MI) received full accreditation for three years from the Healthcare Facilities Accreditation Program (HFAP) of the American Osteopathic Association.

The Neuroscience Intensive Care Unit and the Trauma Intensive Care Unit at **Inova Fairfax Hospital** (Falls Church, VA) have each won the prestigious Beacon Award for Critical Care Excellence for Fall 2007. For the tenth consecutive year, they have also been named in the top 10 of the nation's 100 most integrated health systems by Verispan.

**Lancaster General Hospital** (Lancaster, PA) recently earned two national distinctions for clinical quality and operational excellence: in the "100 Top Hospitals": National Benchmark for Success" by Thomson Healthcare, and one of "America's 50 Best Hospitals" by HealthGrades.

**Monongalia General Hospital** (Morgantown, WV) has been named a Top 50 national recipient of the "AARP Best Employer of Workers Over Age 50".

For the fifth time in the last six years, **St. Francis Medical Center** (Monroe, LA) has achieved HealthGrades' 2008 Distinguished Hospital Award for Clinical Excellence™.

**St. Joseph's Hospital** (Tampa, FL) has received the "100 Top Hospitals": Cardiovascular Benchmarks For Success" award by Thomson Healthcare. St. Joseph's Hospital also has been awarded the Gold Seal of Approval™ from the Joint Commission for Primary Stroke Centers.

**Mother Frances Hospital** (Tyler, TX) has been designated a UnitedHealth Premium Surgical Spine Specialty Center for 2007 to 2009. MFH has also been named a 2008 Distinguished Hospital for Patient Safety™, by HealthGrades.

The Michigan Quality Council announced **Oakwood Healthcare, Inc.** (Dearborn, MI) as a 2007 Quality Leadership Award recipient - the State's highest honor for organizational performance excellence.