FUJITSU

Case Study
The George Washington University
- Medical Faculty Associates, Inc.

»We examined several medical kiosks but chose the Fujitsu Med-Serv 50, with the PalmSecure Biometric Solution built in. That was the critical factor in our decision making process.«

Praveen Toteja - Chief Information Officer, The George Washington University - Medical Faculty Associates, Inc.

The customer

Country: United States
Industry: Healthcare
Founded: 1824
Employees: 1,600+
Website: www.gwdocs.com

The challenge

The standard method for registering patients was time consuming and did not adequately verify their identities, insurance information, or prevent redundancies or duplicates.

The solution

The Fujitsu Med-Serv 50 Kiosk, which features the PalmSecure™ biometric solution, was selected by MFA.

The customer

The George Washington University Medical Center, is an internationally recognized interdisciplinary academic health center that has consistently provided high-quality medical care in the Washington DC metropolitan area, since 1824. The Medical Center comprises the School of Medicine and Health Sciences, the 11th oldest medical school in the country; the School of Public Health and Health Services, the only such school in the nation's capital; GW Hospital, jointly owned and operated by a partnership between The George Washington University and a subsidiary of Universal Health Services, Inc.; and the GW Medical Faculty Associates, Inc. (MFA), an independent faculty practice plan. MFA is the largest multi-specialty practice in Washington, operates as a non-profit 501 (c)(3) entity and was separately incorporated in 2000. Its functional relationship with The George Washington University School of Medicine is one of the first programs of its kind that places students in clinical settings from the start of their medical school experience.

The challenge

MFA treats nearly 1,000,000 patients annually, spanning the 47 medical and surgical specialties. The standard method for registering patients, asking them to take a clipboard loaded with forms, was time consuming and did not adequately verify their identities, insurance information, or prevent redundancies or duplicates. Even then, once in the system, patient information is directly tied to insurance and the claims process, and any up-front mistake compounds within the billing department. Any efforts to streamline the traditionally cumbersome registration process must also help enhance the overall patient experience from the moment the patient walks in the door. An improved registration process must also have the adequate added protection from medical identity theft, with the ideal scenario being that patients would no longer need to share personal identifying information at each check-in, or follow-up.

The solution

In mid-2009, the Fujitsu Med-Serv 50 Kiosk, which features the PalmSecure™ biometric solution, was selected by MFA who initially piloted the kiosk and palm scanning technology at their OB/GYN practice. The Fujitsu Med-Serv 50 Kiosk and PalmSecure biometric sensor uses a near-infrared light scan to capture and store a patient's palm vein pattern during the revised registration process, generating a unique biometric template. The patient's registration information from the kiosk and palm vein biometric template is then matched to the patient's new or existing electronic health record (EHR) profile within the MFA patient management system.

The benefit	Products and services
■ Rapid pilot project development and roll-out timeline - proven technology ■ Measurable decrease in patient registration times - simplified administration and Meaningful Use compliance ■ Integrated with Allscripts PMS and HER - compliant with HIPAA	■ Fujitsu Med-Serv 50 Kiosk ■ Fujitsu PalmSecure Hand Guide ■ Fujitsu PalmSecure Software Development Toolkit

On subsequent scans, such as during a follow-up visit, it is matched against the profile of the stored palm vein patterns to identify the patient. Unlike other biometric systems, the PalmSecure device does not come into contact with the skin, making it extremely hygienic, non-intrusive and unrestricted by external factors such as skin types and conditions.

The benefit

During the pilot program, MFA patients were excited at the chance to shrink their registration time, further protect themselves against identity theft and ensure their medical records were complete and accurate.

Front-end efficiency also was found to increase, since the administrators could focus their time on other tasks, rather than keying in patient forms. Patient registration with the Med-Serv 50 also offered an alternative for patients who don't arrive with identification or may be unconscious or unable to communicate. It also can automatically alert the doctors about the patient's medical records, including their medical history, allergies and medications.

The roll-out implementation was done in three phases, steadily increasing the scope of use as the Med-Serv 50 kiosk met the expectations of MFA.

Phase I	OB/GYN chosen as pilot group
	Selected only 'follow up' visits - no co-pay
	Simplest check-in process
	Designated one front-end staff to monitor kiosk dashboard
	Allowed patients to self-select
	Parallel paper process

Phase II	Additional appointment types added
	All front desk staff on dashboard
	Elimination of paper process
	Co-pay integration

Phase III	All appointments
	All Staff
	Rolled out entire building
	Concurrent roll-outs
	'Go-Live' every 18 business days
	Clean up appointments
	Training staff
	Workflows

Total implementation time for all 32 kiosks: 6.5 months.

Conclusion

Noting the aggressive roll-out timeline, the fundamental focus on quality and compliance was not overlooked. Adherence to HIPAA and MFA's patient privacy policy was strict. Overcoming the inherent flaws in a paper form driven environment, there was nowhere to go but up.

"When we first began to examine the utilization of the Fujitsu Kiosk, it was to align with our work standards elsewhere in the hospital," said Praveen Toteja, Chief Information Officer at MFA. "We had gone paperless across many other functions, so for patient registration why would we stick with paper and clipboards?"

While the Fujitsu Med-Serv 50 Kiosk served as the visual cue to patients that changes were afoot, it was what was happening on the MFA network that is the hidden story. The focal point for this was the integration with Allscripts Enterprise EHR, which included pharmacy/mail order updating, view of order reminders and capture of demographic items for Meaningful Use. Also on the back-end was the integration with Allscripts Practice Management System, which featured easier updates of basic demographic information, improved workflows with dictionary based fields, as well as payment and posting of credit card co-pays.

MFA's adoption of the Fujitsu Med-Serv 50 Kiosk combines digital, paperless patient registration, with the advanced biometric security of PalmSecure palm vein identification solution. This, when further integrated with the Allscripts EHR and PMS solution, provides a powerful platform to maximize efficiencies and improve operational performance, meeting HIPAA and Meaningful Use criteria, and assuring patients the best possible care.