



Lifeblood of the healthcare organization

Your most powerful customers? **Physicians.** The source of that power? **Referrals.**

eReferral from Carefx

Managing and optimizing the referral process must be one of your biggest priorities.

Physicians' preferences, together with those of patients and insurance plans, play a major role in the referral process. Studies suggest physicians receive up to 45 percent of new patients by referral, usually from other physicians. Forty-six percent of group practices refer patients to hospitalists. A significant source of new patients for your affiliated physicians and your facility, physician referrals are the lifeblood of your organization.

In less than 90 days, Boston Medical Center experienced:

100%

increase in scheduled referrals

90%

decrease in time-to-referral appointments

80%

decrease in no-shows



The High Cost of Inefficiency

The referral process is a closed loop: The primary care physician (PCP) refers a patient to a specialist; the specialist treats the patient then sends the patient back to the PCP. A seemingly simple process, but for most organizations it actually comprises myriad steps, mountains of paper and multiple potential points of failure. Unfortunately, healthcare organizations are challenged to manage the referral process because of:

- No standards
- No automation
- No integration with the electronic health record (EHR)
- No start-to-end monitoring

The result? Patients are not receiving appropriate care, hospitals are not achieving optimal patient volume, ancillary services are not getting optimal utilization, revenues are not measuring up-and physicians are not at all satisfied.

- 60-70% percent of referrals go unscheduled
- 25% of scheduled appointments are missed
- 68% of specialists receive no information from the PCP prior to referral visits
- 25% of primary care physicians do not receive timely information from specialists post-referral

There is no closed loop referral process that provides an open information exchange between primary care physicians and specialists.

The cause? The process is broken. Clinical systems are disconnected. Shared workflow requires EHR systems to interact in order to enable collaboration between PCPs and specialists. Although healthcare information technology providers have professed interoperability and the use of industry standards, little has been done to deliver a complete end-to-end referral management process that meets the needs of key areas within a provider organization—clinical, financial and operational.

Finally, there is an answer - eReferral, a Fusionfx portal solution that automates and simplifies the referral management process.

Take Control of Your Referral Process

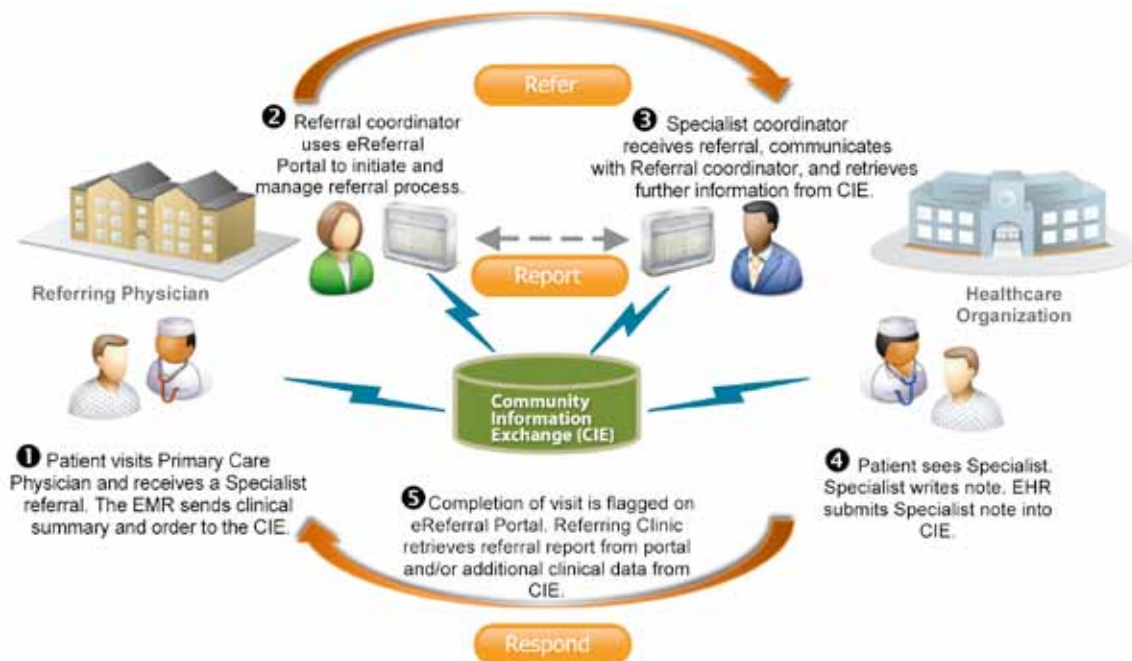
Referral management is a serious challenge. For years, physicians, office staff and other clinicians have relied on a slow, tedious, paper-based process that, more often than not, created hassles in the form of follow-up questions, repeat phone calls, and bureaucratic snafus.

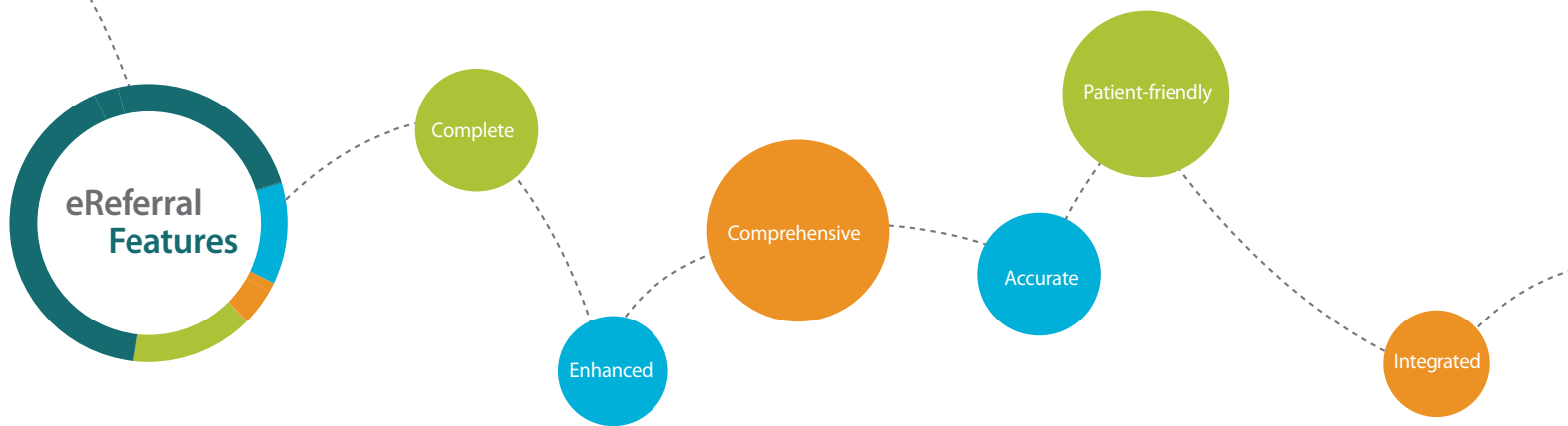
eReferral complements clinician workflow, centralizes the work of referral coordinators, enhances information exchange between primary care physicians and specialists and tracks referrals through completion. The result? A standardized referral workflow that automatically connects systems and closes the patient information loop.

eReferral is architected, designed and implemented to support the end-to-end physician referral process, and to facilitate a standardized workflow for the various touch points:

- The patient visits a primary care physician and receives a specialist referral. The EMR sends a clinical summary and order to the CIE.
- The referral coordinator uses the eReferral portal to initiate and manage the referral process.
- The specialist coordinator receives a referral, communicates with the referral coordinator and receives additional information from the CIE.
- The patient sees a specialist who writes a note into the system, which the EMR submits to the CIE.
- Visit completion is flagged in the eReferral Portal while the Referring Clinic accesses a referral report from the portal and additional data from the CIE.

eReferral standardizes the referral workflow by facilitating a simplified process:
REFER. REPORT. RESPOND.





- ▶ **Rapid, accurate scheduling:** Clinicians and staff can request dates and times based on patient preferences, notify the specialist of the need for such ancillary services as translators or special transport, and retrieve information about clinics and specialists.
- ▶ **In-depth provider dictionaries:** Federated repositories maintain records of hospital and community network providers, offering preference-based specialist search, schedule availability and communication channels.
- ▶ **Detailed insurance, instruction and clinical data:** Clinicians and staff can verify insurance eligibility, retrieve data from clinical repositories and generate alerts related to specialist availability, missed appointments and completed visits.
- ▶ **Enhanced referral lists and tracking:** Launched on top of an existing EHR, clinicians and staff are able to track referrals, apply workflow-friendly filters such as “No Shows”, quickly access specialist notes, and print referral summaries.
- ▶ **EHR integration:** Retrieves data from both clinic and hospital EHRs using standard IHE- and HITSP-compliant data exchange methods such as XDS and CCD.
- ▶ **Complete, patient-friendly summaries:** Clinicians can give patients on-demand summaries containing preliminary diagnosis, referral rationale, medical history and data related to active problems, allergies, physical exam results and medications. The referring physician can get immediate feedback on the outcome of the patient’s visit to the specialist.

- ▶ **Comprehensive reporting:** Includes a repertoire of reports, including total physician referral trends by month, total referred visits by physician, physician dependence ratios, total referrals by marketing campaign source and total referrals by zip code. Specialty focused reports such as gastroenterology or cardiology are also available.

Additional capabilities can be delivered via the eReferral portal with the following add-on modules:

- Results delivery
- Ambulatory order entry and reconciliation
- Radiology image report delivery
- Secure messaging
- Quality reporting

Key Benefits of eReferral

- Simplified and optimized electronic referral process
- Enhanced provider collaboration
- More efficient care coordination
- Improved care quality and safety
- Increased referral volumes and revenues
- Reduced no-shows
- Higher satisfaction rates from clinicians, patients and health partners

Fusionfx Suite of Interoperable Workflow Solutions

eReferral, Carefx's electronic referral management solution, represents but one component of Carefx's Fusionfx solution suite, which delivers standards-based, service oriented, workflow portals for healthcare. Providers want collaboration tools such as eReferral to exchange information rapidly and securely. But they're also seeking solutions to facilitate medication reconciliation, patient and provider messaging, quality measurement and reporting, results summarization, personal health records, disease management, compliance, charge capture and access management.

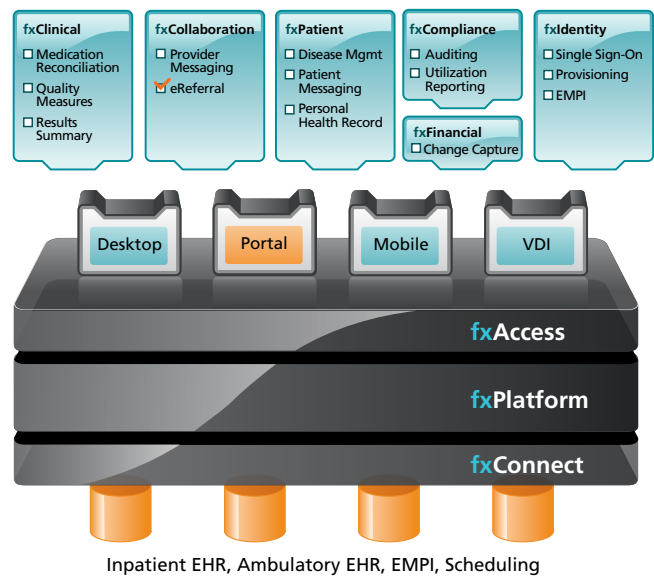
We look forward to sharing our vision for "simply advancing healthcare" through solutions that fit your needs, culture and budget.

fxConnect: allows disparate systems to interact without changing, replacing or moving the data. Existing applications are connected in a standards-based portal framework, presenting a synchronized view of relevant information from disparate sources in real-time, improving the user's workflow and overall experience.

fxPlatform: utilizes Service Oriented Architecture (SOA) to deliver an intelligent workflow automation engine that manages how data is aggregated, shared and displayed. It provides tools for context-enabling patient centric data, comprehensive auditing for access and forensics and interfaces for Single Sign-On, provisioning, enterprise master patient indexing and decision support.

fxAccess: delivers a physician-friendly user interface, presenting collective, patient-relevant information at the point of care or decision.

Fusionfx connects not only your system's essential data, but also your institution's human assets—administrator to physician to patient, department to department, referring physician to specialist and your facility to other networks and information exchanges. In addition, Fusionfx works with your existing applications. It uses the data you have from the systems you use, saving time and expense of new system implementation.



Build a Sustainable Referral Network

Referrals—they can make an organization or break it. The key? Establishing a foundation for Primary Care Physician/Specialist collaboration. The key to managing the process? eReferral from Carefx.

Learn more about eReferral by visiting www.carefx.com/ereferral.

Contact Us Today

www.carefx.com • (480) 833-5010 • email info@carefx.com



About Carefx Corporation

Carefx supports healthcare organizations in achieving their vision of advancing the quality and safety of patient care delivery through its Fusionfx solution suite. Fusionfx streamlines and simplifies clinical and business workflow and connects care providers to the information they need – where, when, and how they need it. By managing care transitions and information gaps between diverse systems, departments and facilities, Fusionfx delivers crucial patient information with speed, efficiency and logic. Carefx supports more than 700 hospitals, health systems, regional health information organizations (RHIOs) and health information exchanges (HIEs) across North America and Europe.

CAREfx[®]

7500 N. Dobson, Suite 200 • Scottsdale, AZ 85256
P 480.833.5010 • F 480.649.9142 • www.carefx.com