

Unlocking Insights: Leveraging Your Data for Informed Decision-Making

Wisconsin HFMA 2024

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Welcome!



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around a culture to Serve People Better



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- Data & Analytics
- Business Transformation
- Business Applications (ERP)
- Growth & Expansion
- System Selection & Deployment



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Unlocking Insights: Leveraging Your Data for Informed Decision-Making

01 Understanding Practice Analytics

02 Examples: Optimizing Financial & Provider Performance

03 Automating Data for Practice Analytics

04 Strategies for Starting

05 Conclusions & Questions

Unlocking Insights: Leveraging Your Data for Informed Decision-Making

01 Understanding Practice Analytics

Importance of data-driven decision-making in healthcare practices

If your medical practice were a treasure hunt, how easily could you find the 'data gems'?

- A) **Pirate's Cove:** We have a vast treasure trove of data easily accessible and organized for decision-making.
- B) **Jungle Adventure:** We have some data scattered around like hidden treasures, but it takes some effort to uncover them.
- C) **Desert Mirage:** Data availability feels scarce, like searching for an oasis in the desert.
- D) **Space Odyssey:** Our data is somewhere in the vastness of space; it's challenging to locate and utilize effectively.
- E) **Mythical Quest:** We've heard rumors of valuable data, but its existence remains elusive, like chasing after a unicorn.
- F) **Urban Exploration:** Data is like hidden gems waiting to be discovered in the bustling cityscape of our practice.

Progression of technology and data in healthcare

20 years – ago:
PAPER! Will
digitizing health
records pose
security and
privacy
concerns?

HITECH Act &
EHR

Technology and
standardization

Vast amounts
of data created

Data analytics
in real time

How can we
use data to
optimize
financial
performance
and understand
provider
performance?

What is Practice Analytics?

The ability to efficiently collect, compare, interpret, and leverage timely data for intelligent decisions in the optimization of patient care and financial performance.

How can we use data to optimize financial performance and understand provider performance?

Clinical decision-making

Quality of care

Sustainability

Revenue quality

Productivity/efficiency

Predictive features

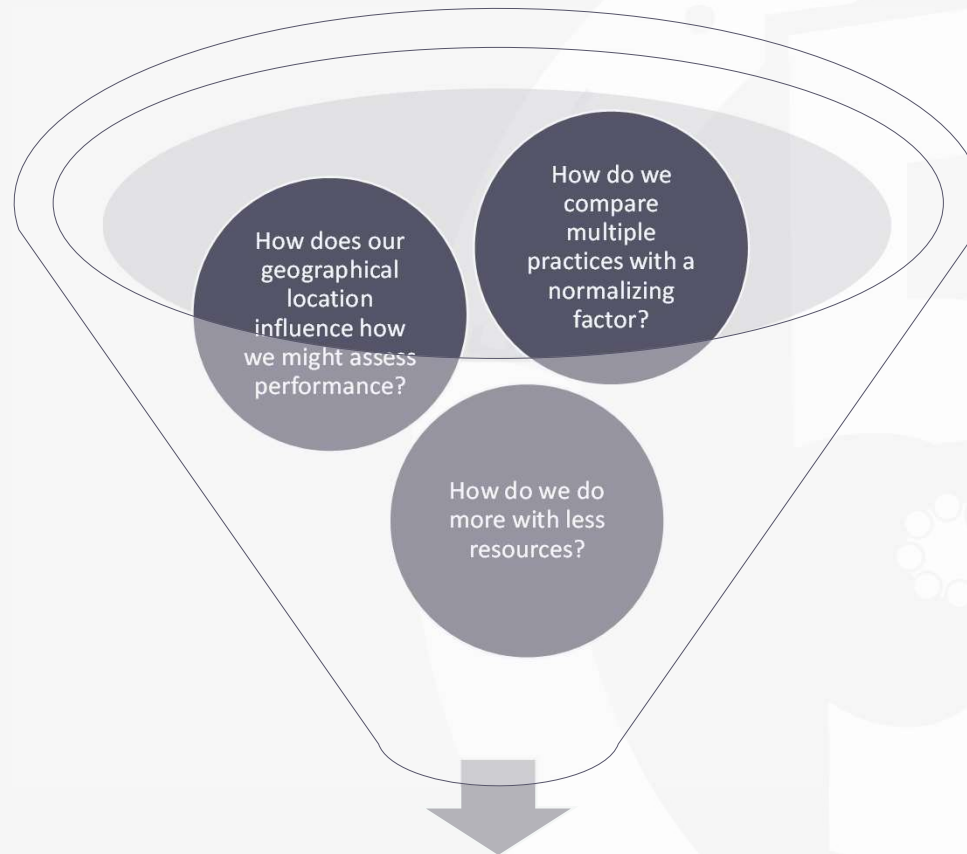
- Operations
- Treatment outcomes and courses

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02

Examples: Optimizing Financial & Provider Performance

Context and end-goals define the questions an analytics solution should answer



Visualizing normalized data across practices permits performance comparisons

Examples: Revenue/FTE, Revenue/Work RVU, & Expenses/Work RVU



Leveraging trends by Practice v. Benchmarks



Visualizing provider capacity over time highlights scheduling inefficiencies

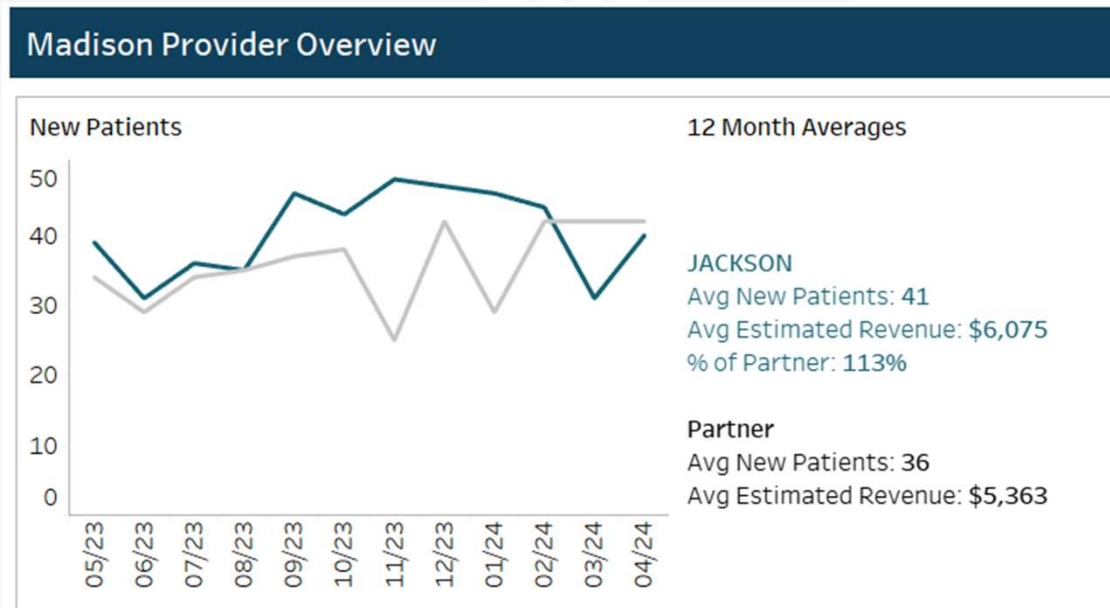
Weekly appointment slots become a focus area to optimize in Milwaukee Location.



How do you assess provider performance?

Questions to get started along the path of using data in provider performance conversations.

- If we aim to increase provider performance across the practice, which metrics help us measure success?
- What is our baseline or goal to compare to?
- Are we having data-driven discussions to coach and improve provider performance at our practice?

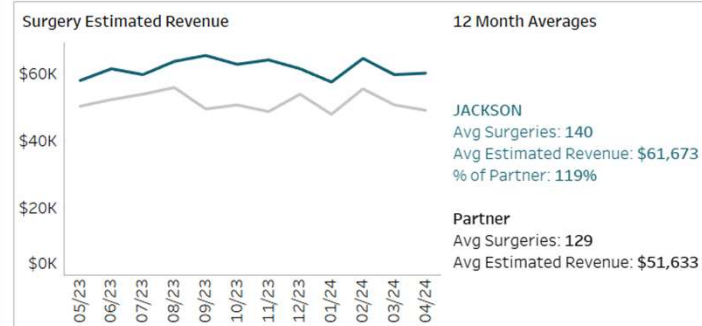
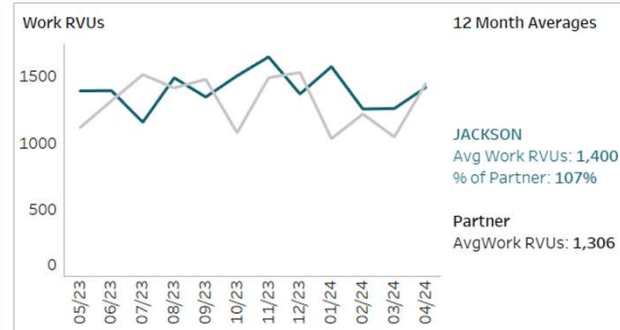
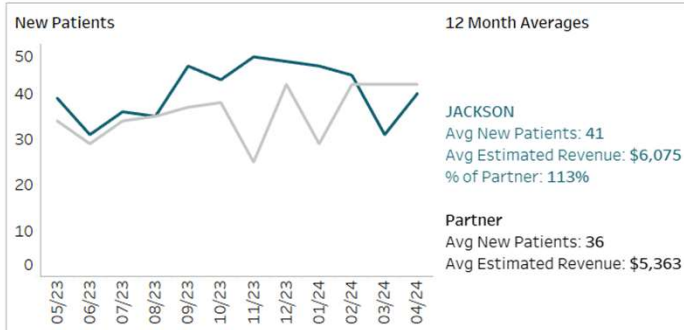


- In the upcoming slides we visualize our provider of interest, **Dr. Alicia Jackson**, in **Blue**.
- We compare her to the overall **Partner** averages.

Data-driven discussions: strategies for assessing top provider performance

By comparing one provider to the Partner Averages, we see how that provider (APP, Employee, or Partner) contributes and can define areas to focus on.

Madison Provider Overview



New Visit Mix		
	JACSON	Provider
99201	4%	5%
99202	2%	3%
99203	21%	15%
99204	72%	76%
99205	1%	1%

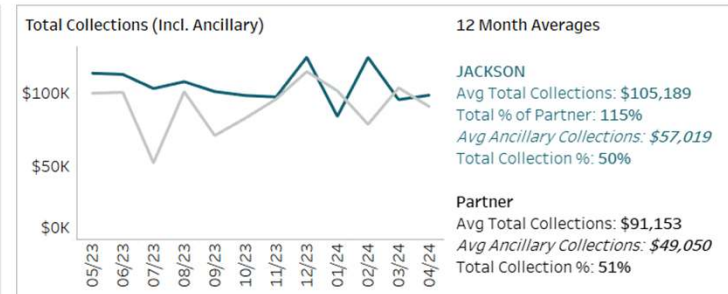
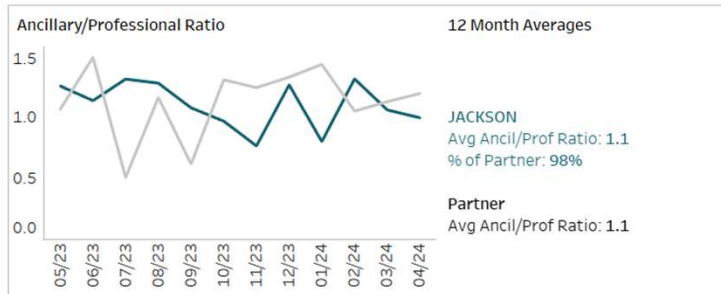
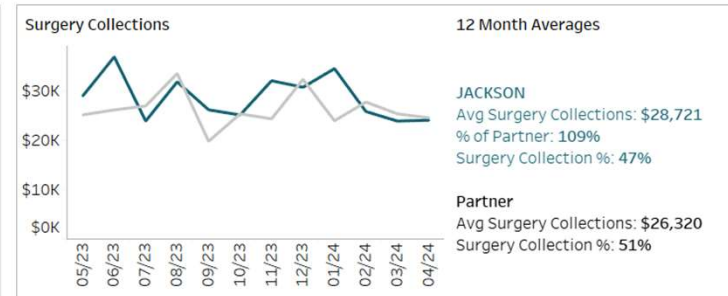
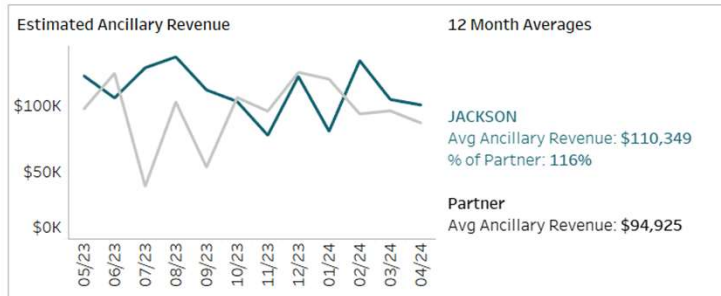
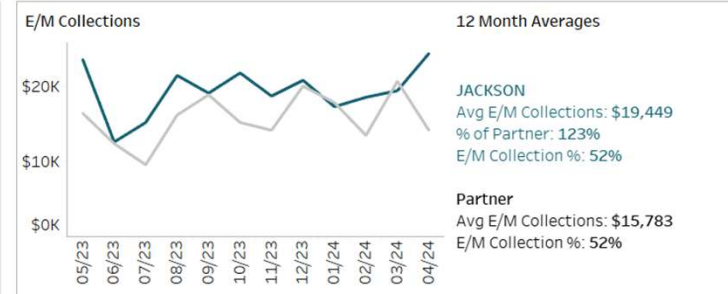
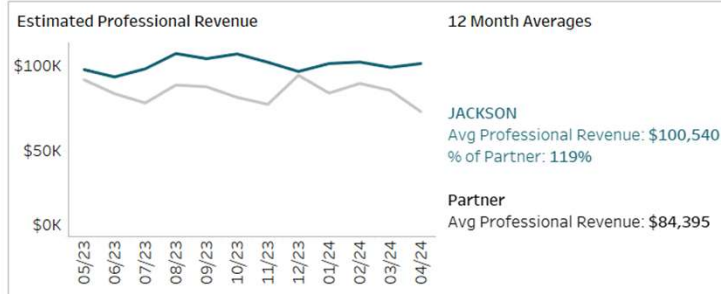
Established Visit Mix		
	JACSON	Provider
99211	3%	4%
99212	2%	3%
99213	17%	17%
99214	78%	75%
99215	0%	1%

Payer Mix		
	JACSON	Provider
Aetna	7%	8%
Blue Cross Blue Shield	10%	7%
Cigna	8%	5%
Comm/PPO Other Contracted	3%	2%
Commercial Other	25%	26%

Overall trends and averages surface areas to focus on – provider v. partners

We can learn from how Dr. Jackson is able to collect on average more for E/M visits than partners.

Madison Provider Overview

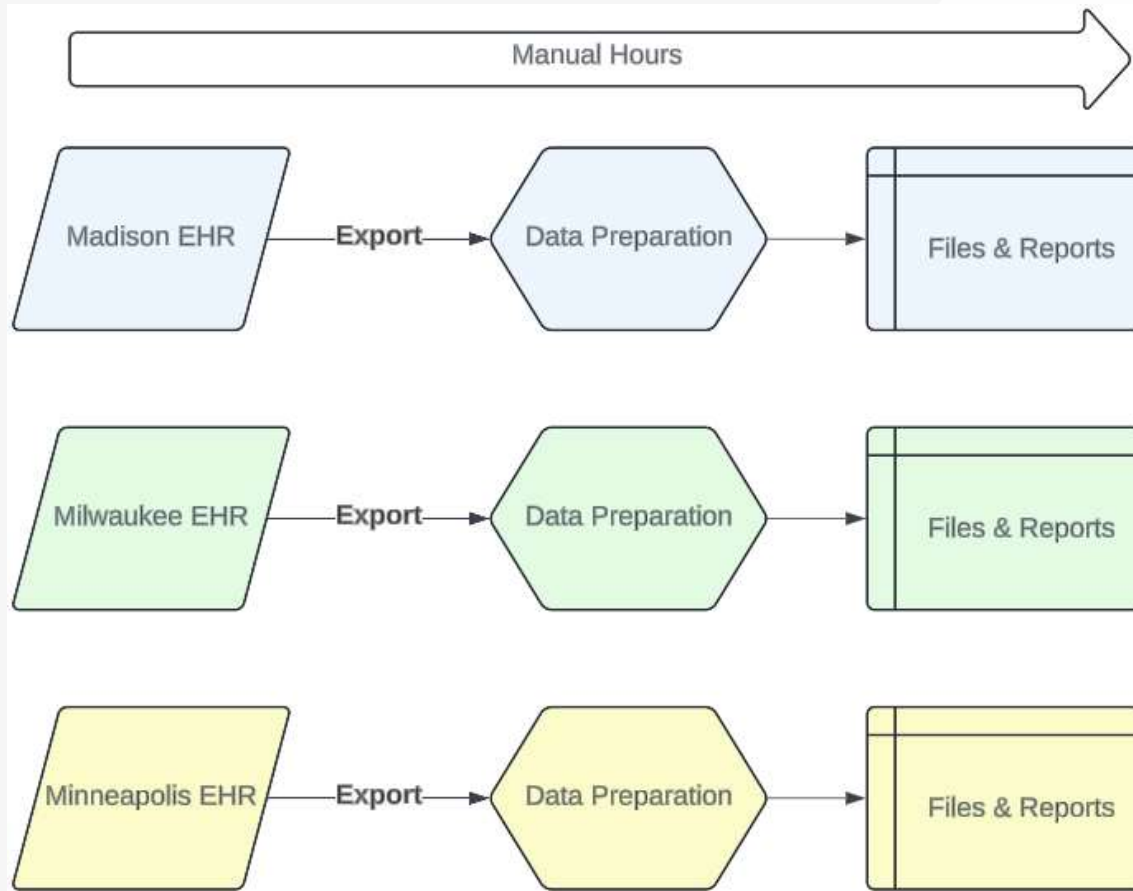


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03 Automating Data for Practice Analytics

The pains of manually extracting data from multiple EHRs

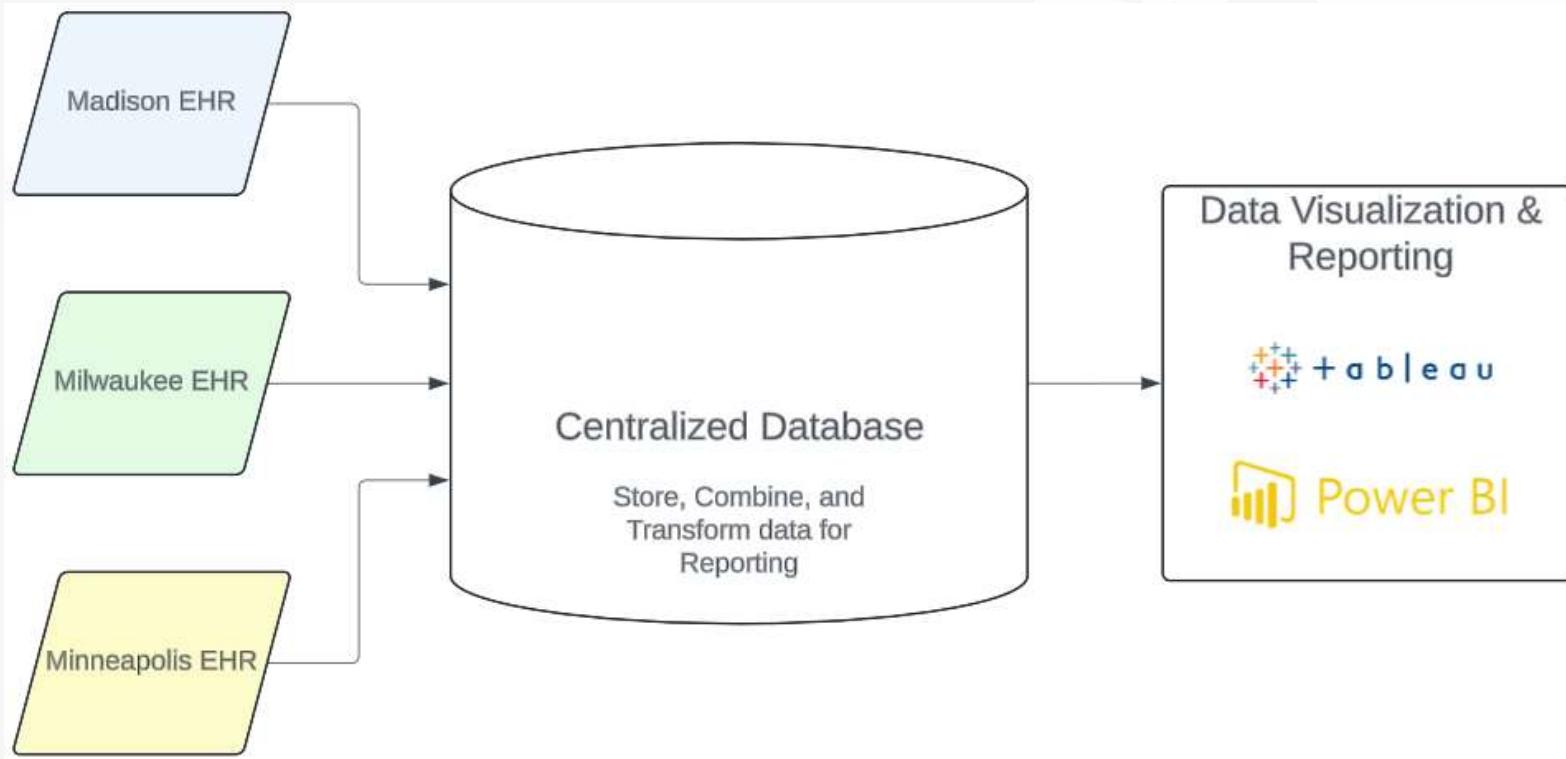
Many practices rely on manual extraction of key data from multiple EHRs and other systems in a time-intensive effort.



- Manual and not always repeatable
- Limits on volume of data and Excel skillset
- Slower time-to-insight and delays in modifying practice behavior due to lack of information
- Difficult to combine data across disparate systems

Automating the Extraction, Transformation, and Reporting in Practice Analytics

Speed time-to-insight by centralizing key data across systems, establishing transformations, and automating reports.



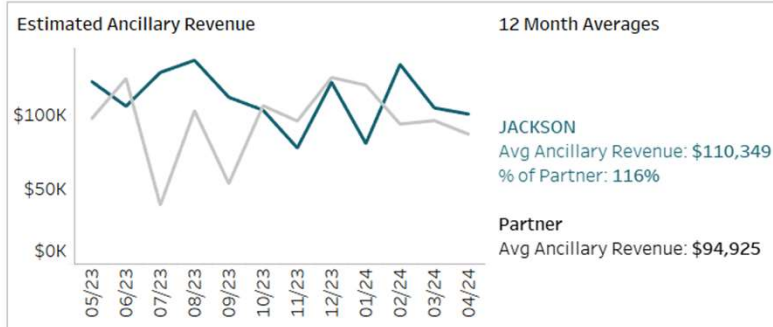
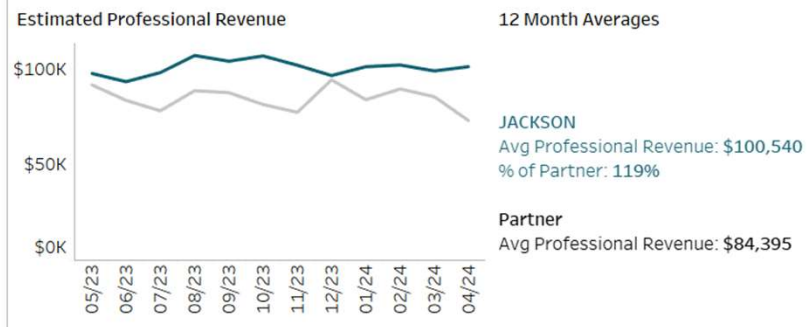
- Repeatable processing and handling of data
- Reduction in manual reporting effort
- **Ability to add new practice EHRs into database**
- Up-to-date information about practice performance
- Visually diagnose underperforming areas and coach using data

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04 Strategies for Starting

Find the key operational and financial metrics that support your end goals

Leveraging the data you have today is a great place to begin.



Determine goals and desired outcomes



Identify areas of inefficiencies and unknowns



Include providers, advisors, billing agencies



Synchronize systems and ensure data capture



Begin with the data you have



Leverage data in coaching and training discussions

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05 Conclusions & Questions

Conclusions & Questions

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Today was financial-focused, could pair or use with nonfinancial data as well



Good data = better visualizations = best tools for decision making



Efficiency of visualizations rather than pouring over data



What is your next step?

Thank You!



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