

# Driving Value Across Your Enterprise

## Document Management: A Core IT System

A PREVIEW TO THE FULL REPORT FEATURING  
THE RESULTS OF THE

**Healthcare IT News**

**HEALTHCARE  
FINANCE NEWS**

**DOCUMENT MANAGEMENT SURVEY  
June 2010**

**OnBase**  
*a Hyland Software solution*

# Positioning document and content management as a core IT system

---

One of the clinical goals for [EMR/EHR] implementation is to gain a complete view of the patient in order to deliver high-quality care and continuity of care from the inpatient to the outpatient setting.



The American Recovery and Reinvestment Act (ARRA) of 2009 gave information technology a huge boost in the healthcare industry. ARRA's Healthcare Information Technology for Economic and Clinical Health (HITECH) Act allocated \$19.2 billion for provider adoption of electronic health records (EHRs). In the last year, physicians and healthcare organizations have focused their health IT initiatives on EHR and electronic medical record (EMR) implementation and the "meaningful use" that must be derived from these systems in order to qualify for federal stimulus funds.

While EHRs and EMRs are viewed as a core IT system, forward-thinking healthcare organizations are deploying other solutions to not only complement their EHR and EMR systems, and in doing so achieve meaningful use, but drive value across their enterprise. Given the impact of the economic recession, reimbursement cuts and the rise of self-pay, healthcare organizations are looking for health IT investments that deliver both clinical and financial value, and can be leveraged for future initiatives. Document and content management solutions fulfill healthcare providers' strategic requirements.

*Healthcare IT News* and *Healthcare Finance News* each conducted a survey, on behalf of Hyland Software, the leading developer of enterprise content management (ECM) software, to determine healthcare providers' perceptions and usage of document and content management solutions as part of their organization's IT infrastructure. Allina Hospitals and Clinics, Bayonne Medical Center, Cleveland Clinic Health System, SSM Health Care and University Hospitals of Cleveland also participated in case studies to highlight the benefits they realized in deploying a content management solution.

While these applications are slowly emerging as a core enterprise-wide IT solution — thanks to early adopters illustrated in the case studies — mainstream adoption is still a few years away, the surveys show. The trend may accelerate, however, with the rise of documented clinical and financial benefits by visionary healthcare organizations.

Common themes were gleaned from both the survey results and case studies that will inform the direction and expansion of this market by healthcare providers. From those common themes, calls to action emerged:

## **Present a complete view of the patient in the EMR and EHR**

The federal stimulus programs are incentivizing many healthcare systems to deploy certified EMRs and EHRs. One of the clinical goals for implementation is to gain a complete view of the patient in order to deliver high-quality care and continuity of care from the inpatient to the outpatient setting. A high percentage of data, such as external test results, however, resides outside of the digital patient record. While market-leading EMR and EHR vendors have either developed capability or partnered with best-of-breed vendors to capture external, unstructured and siloed data, many healthcare systems are struggling to integrate data across disparate IT systems and seamlessly present both documents and images for clinical users. Opportunities exist for the rest of the EMR and EHR vendor market to fill this need.

## **Use ECM to contribute to meaningful use**

Although the meaningful use criteria under the proposed provisions for the EHR incentive programs have not been finalized yet, the 2011 milestone will still focus on the general concepts of data



capture and sharing. The first critical step is being able to capture patient information. As the *Healthcare IT News* survey shows, healthcare organizations understand the importance of having complete patient information in an EMR to provide better care. Despite content management solutions' ability to input unstructured data and images into the EMR to enable a comprehensive view of the patient, overall healthcare providers have yet to fully realize their contribution to meaningful use. While early adopters understand the value, the majority of healthcare providers will need help making the connection between content management and meaningful use.

### Derive value across departments and facilities

Survey results revealed that healthcare systems had more than one content management application in various departments outside of health information management, including patient financial services, patient registration, clinical, accounts payable and human resources. Early adopters, however, are benefiting from the deployment of one application for all departments, which connects clinical, financial and administrative IT systems for data sharing and visibility. Not only is having an enterprise-wide content management platform cost-effective and operationally efficient, it also increases patient satisfaction and end-user utilization. The holy grail of healthcare IT is the integration of all IT systems within an organization. Enterprise content management needs to be emphasized as one of the applications that will enable integration.

### Highlight ROI

The case studies' hospitals and healthcare systems documented qualitative and quantitative return on investment, including

cost savings through the elimination of paper processes and physical storage, and efficiencies in electronic workflows. On the clinical side, clinicians were able to access data in the EMR for timely clinical decision support. More healthcare organizations need to document their ROI to drive critical mass for content management solutions.

### Optimize robust capabilities

The surveys indicated high utilization of content management applications' capabilities, which included electronically capturing paper documents, providing access to paper documents in the EMR, speeding up manual processes with electronic workflows and centralizing unstructured content in a single repository. Revenue cycle management capabilities, such as electronic handling of claims and EOBs, also had high utilization. Hospitals and healthcare systems should optimize the full range of capabilities to increase the value proposition of content management solutions.

### Position content management as a core IT system

More than half of the survey participants ranked content management as a core IT system in their healthcare organization. The rest did not have a content management application, or their application was either a complimentary technology in a few departments or not a major focus. The current environment has forced healthcare providers to scale down their IT initiatives and significantly alter IT strategies going forward. Given these circumstances, healthcare systems whose IT initiatives include content management should optimize its deep and broad functionality and strategically position it as a core IT system that can be leveraged across the enterprise and can support future IT projects.



**Allina Hospitals and Clinics**



**Bayonne Medical Center**



**Cleveland Clinic Health System**



**Seattle Children's Hospital**



**SSM Health Care**



**University Hospitals in Cleveland**

---

More than half of the survey participants ranked content management as a core IT system in their healthcare organization.





Visit [www.healthcareitnews.com/document-management](http://www.healthcareitnews.com/document-management) to read the full report, including detailed *Healthcare IT News* survey results, *Healthcare Finance News* survey results and robust case studies with the following institutions:

- Allina Hospitals and Clinics
- Bayonne Medical Center
- Cleveland Clinic Health System
- Seattle Children's Hospital
- SSM Health Care
- University Hospitals in Cleveland