



ABT Medical, Inc.

ABT NEWS

QUARTERLY NEWSLETTER 2nd Quarter 2017

Architecting document control systems for healthcare providers and pharmaceutical companies

SUCCESS SNAPSHOT

The Carrell Clinic

The Carrell Clinic, an Orthopaedic practice in Dallas, TX, is amongst the first healthcare providers to fully embrace the evolving dynamic of Citizen-Consumer-Patient. They realized that patients are the very people who make airline/hotel reservations; shop online; stream videos and share pictures; and buy movie tickets as part of everyday life—all from a phone or tablet, regardless of demographics. Why would ordering and accessing Medical Records be any different?

It *isn't*! Patients already engage in behavior that welcomes an online healthcare experience. If, in fact, patients do not exhibit consumer behavior, why do we have patient portals at all? The big barrier to the use of standard portals, however, is that they often require an app, which most patients do not want.

Recognizing these consumer truths, Carrell Clinic is using the [TrimsNet Patient e-Port](#) to create a true online experience, from A to Z, without an app. They have eliminated the need for a request form that patients must download, print, and scan/fax/bring in. Patients simply order and pay for records online, then access them when notified by text that they are ready. This new approach is an overwhelming success, with 92% of all patients electing to order and pay for their records online as well as access them via mobile device or computer at [MyROIPlus.com](#).

CITIZEN-CONSUMER-PATIENT!

Patients have three dimensions: CITIZEN, CONSUMER and PATIENT. “The CITIZEN has expectations of what a health system should be able to do, they have CONSUMER expectations of service based on other industries, and they have deep needs as a PATIENT that they want solved. In the end, healthcare is a service and will be judged as such, so all three patient dimensions need to be taken into consideration for the right patient engagement to meet the growing demands of today’s consumer.”

We are going to make some very bold and challenging statements in this edition of the ABT Quarterly Newsletter that will, hopefully, cause many of you to re-evaluate how



you communicate with and enable your patient community to access both their Disability Forms and their Medical Records. We are constantly being told that patients are not interested in and/or capable of paying for and accessing patient-critical documents online. Absolutely nothing could be further from the truth! The remainder of this article highlights the techniques that progressive, innovative Healthcare Providers have implemented and confirms why the patient and consumer psyche are the same. Patients are both able and willing to pay for their Disability Forms and Medical Records *and* to access these documents online from their computers and mobile devices—not to mention that patients love receiving text alerts when their documents are ready.

WHERE IS THE PROOF?

The doubting majority is almost always resistant to change until the adventurous minority provides proof that what seems implausible is, in fact, very doable. The key component to our proof statement is centered around the following dynamics:

- *Patients are consumers who are engaged in online commerce of varied sorts every day*
- *Governments (Federal, State and Local) are dictating that businesses and the public interact electronically more and more*
- *Eighty-five percent (85%) of patients own and use smart mobile devices*
- *The cell phone has become the “computer of choice”*
- *Mobile device ease-of-use and preference is not dependent upon age or income*
- *Text messaging has supplanted voice as the mainstream communication of choice*
- *A rapidly growing number of Healthcare Providers already use bi-directional text alerts to set and confirm office appointments*

Consumer buying behavior is shaped by incentives and time. Leading orthopaedic clinics are taking the initiative to enable patients to submit online requests for their Medical Records and to access those records online, for a fixed fee, using an e-signature and/or a digital image of a driver’s license as proof-of-self. Given proper incentives, patients will—as consumers do—pay for quick, convenient access and control of their completed Disability Forms and requested Medical Records.

TrimsNet e-Port Request Process

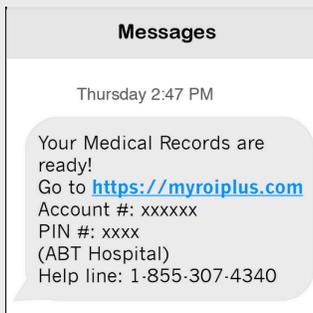
1. ENTER REQUEST INFORMATION



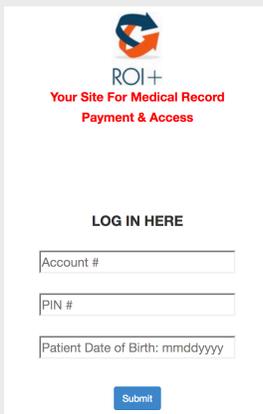
2. SNAP PHOTO OF IDENTIFICATION



3. RECEIVE TEXT WHEN COMPLETED



4. ENJOY INSTANT ONLINE ACCESS



For patients, gaining instant access to documents from their mobile device or convenient home/office-based computer versus having to manage the receipt and bulk of documents via fax or mail or to open a CD is a *no-contest* choice. Furthermore, when given the option to submit and validate a request for Medical Records online without the need to print, sign, and then scan/upload, fax, mail, or hand-deliver a patient authorization form, a minimum of 75% of patients will choose the quick and easy online submission option and will gladly pay for the convenience.

WHAT IS THE NEW PARADIGM FOR CONTINUING CARE REQUESTS?

There is a rapidly growing trend wherein Providers are burdening patients with the task of getting their own Medical Records from other Providers—unlike in the past, when Providers initiated requests for Medical Records from other Providers as a courtesy to the patient. In a realm of continued revenue compression, the niceties of the past are understandably subject to re-evaluation and elimination. The solution is to enable patients to quickly and securely order their Medical Records from their computer or mobile device. This approach unburdens the Provider from the myriad issues of dealing with paper-based requests and opens the door for automatic credit card pre-payment for request processing. Also beneficial to the Provider is giving patients online access to requested Medical Records, which dramatically reduces both inbound and outbound phone calls by 80%. Meanwhile, patients are afforded full control of their requested Medical Records and the distribution thereof. Consumers like control and convenience!

WHAT ABOUT COMPLIANCE ISSUES SUCH AS 45 CFR 164.542?

45 CFR 164.542 provides latitude on how Medical Records can be requested by and delivered to patients. Covered entities may offer patients the option of using electronic means (e.g., e-mail, secure web portal) to make requests for Medical Records.

Verification of identity may be oral or written, with the type of verification often depending on how the patient is requesting and/or receiving access: whether in-person, by phone (if permitted by the covered entity), by faxing or e-mailing the request on the covered entity's supplied form, by secure web portal, or by other means.

While a covered entity is not required to purchase new software or equipment to accommodate every possible patient request method, the covered entity must have the capability of providing some form of electronic copy of PHI maintained electronically. Only if the patient declines to accept any of the electronic formats readily producible by the covered entity may the covered entity satisfy the request by providing the individual with a readable hard copy of the PHI.

ABT Medical now provides online requests for and delivery of Medical Records for its clients' patient communities via any computer or mobile device (without the need to download a special app) with a patient adoption rate exceeding 90%.

Quote source: Landi, Heather. (2017, July 27). *Is Your Health System Prepared for Consumerism?* [Healthcare Informatics](https://www.healthcare-informatics.com/article/patient-engagement/your-health-system-prepared-consumerism). <https://www.healthcare-informatics.com/article/patient-engagement/your-health-system-prepared-consumerism>

TrimsNet and ABT Medical Alliance

Most recently, we have partnered with the [TrimsNet](#) organization to enhance our ROI+ platform with a sophisticated online Patient Medical Records request capability. Our key objectives are as follows:

- Give patients the opportunity to instantly create an online request for records.
- Dramatically reduce the time needed to process patient requests for records.
- Offer patients flexibility in their method of request authorization, with options for e-signature or online attachment of a photo of their driver's license.
- Enable an easy, convenient "mobile-friendly" process for patients to make online requests, receive text alerts on completion status, and access records online.