Adoption Services

IN-HOUSE TEAM COMMITTED TO UTILIZATION

In recent years, healthcare providers have been focused on the implementation of electronic health records (EHRs) towards the goal of capturing and sharing health information to achieve high-quality, cost-effective care. However, hospital IT departments are charged with far more than just EHR implementations. Changes in payment and care delivery models, security and privacy concerns, demands for patient access, mobility, mergers and acquisitions, not to mention the still looming ICD-10 conversion, all require major IT changes which place considerable stress on already busy IT departments.

To compound this, provider organizations are under pressure to achieve Meaningful Use of the EHR system that they are working so hard to roll out. However, the countless reports of physician dissatisfaction caused in large part by EHR implementations indicate yet another huge challenge for these IT teams. They have to somehow get physicians to adopt and use the EHR. Or else, a provider may find that they've spent millions of dollars on an EHR that is ill adopted and poorly used.

One way organizations attempt to mitigate the problems of poor EHR adoption and physician dissatisfaction is to introduce front-end speech recognition. Common thinking is that if physicians can dictate rather than type into the EHR, then satisfaction and, consequently, adoption will increase. Speaking is, after all, easier and faster than typing. But often, providers end up with unused licenses for front-end speech recognition, or with poor-quality notes or notes which are not completed in a timely fashion.

The reason for this is two-fold: front-end speech recognition is not a one-size-fits-all solution and its successful adoption adds yet another responsibility on already over-burdened IT teams.

ADOPTION CHALLENGES

Some facilities, in an effort to decrease the amount of time it takes physicians to document an encounter, introduce documentation shortcuts that are potentially undesirable. They enable copy and paste, or create templates which, if not used properly, do not accurately reflect the patient encounter. Physicians may adopt the use of typed, ambiguous abbreviations—"text-message" style—in an effort to be more efficient. The problem is that the same shortcuts intended to make documentation easier and faster can inadvertently make it easier to create documentation problems. In other words, the same shortcuts that make it easier to do the right things fast, can also make it easier to do the wrong things fast.

DOING THE RIGHT THINGS – FASTER

To address this fundamental challenge, M*Modal has developed a team of clinical documentation experts whose sole purpose is to help physicians use technology to do the right things quickly and easily. The Adoption Services team focuses on teaching physicians to use the M*Modal software and capitalize on its full potential. The M*Modal team also helps streamline documentation tasks such that they fit naturally into the physician's workflow. The team's goal is to help providers leverage the M*Modal speech technology to promote the highest level of efficiency gains within their EHRs. Importantly, these Adoption Specialists help physicians to create not fast documentation. Rather, they help physicians create better documentation, fast. The outcome-driven team's success is directly dependent on the provider organization's utilization and adoption of M*Modal front-end speech technology.

THE ADOPTION SERVICES TEAM

M*Modal is the only provider of speech recognition that makes Adoption Services an integral part of its solution. These dedicated HIM experts, many of them RHIA (Registered Health Information Administrator) certified and with clinical backgrounds, have a deep understanding of M*Modal solutions and of numerous EHR systems. Moreover, they are medical records experts who understand the need for high-quality clinical documentation. What this means to provider organizations is that M*Modal industry-leading software solutions come with the attendant, in-house expertise needed to help physicians use them effectively within their specific EHRs and according to their personal workflows.

THE ADOPTION METHODOLOGY

The M*Modal Adoption Services team uses a combination of knowledge, skill, and the unique features available through M*Modal solutions to optimize use. The team also looks for ways to help providers create the quality documentation needed to drive everything from coordinated care to coding to compliance.

Team members take a high-touch approach that is customized to the needs of each individual physician. They develop strong collaborative relationships with assigned providers by supporting the initial go-live period, proactively following user progress, and monitoring for opportunities to optimize usage as well as documentation quality. By taking action quickly, often before the IT staff is aware of any change, the team is able to prevent physician frustration and help the provider organization fully realize the benefits of speech recognition and, subsequently, of the EHR.

The Adoption Services team's approach and process include:

- **COMPREHENSIVE WORKFLOW DISCOVERY:** Using workplace immersion techniques, the team observes physicians and other users to learn about workflows, the EHR environment, and physician needs. They build dictionaries of area names and locations, approved abbreviations, as well as libraries of the text expansions, macros, and templates that are used by the facility.

- **CREATION OF BEST PRACTICES:** Team members use these discovery sessions to develop processes and best practices for implementation, training, and support, which are then handed off to provider IT teams. They also lay the groundwork to ensure the efficient use of all the features and functions within M*Modal Fluency Direct™.

- **ONE-ON-ONE TRAINING SERVICES:** M*Modal has found that direct, one-on-one training allows opportunities for physicians to ask questions that they might not otherwise. The one-on-one sessions let Adoption Specialists observe the physician at work, and to provide suggestions that allow the technology to adapt to each physician's individual needs.

- **DOCUMENTATION OPTIMIZATION ASSESSMENT:** In addition to collecting known shortcuts or templates that are already in use by the organization, specialists look for opportunities to ensure that these shortcuts are used appropriately, and to find new ways to improve overall documentation and efficiency.

- **MONITORING SERVICES:** The team uses sophisticated tools to optimize physician satisfaction, efficiency, and adoption including:

  - **AUTOMATED FEEDBACK FROM PHYSICIANS:** Fluency Direct includes a unique feature that allows physicians to immediately send feedback without having to email or call a support number. With the press of a button, physicians send questions, comments, or concerns directly to their assigned M*Modal Adoption Specialist.

  - **COMPREHENSIVE REPORTING:** Fluency Direct captures information about each physician, which is then used to generate reports about usage and to trend habits over time. Adoption Specialists monitor utilization statistics to ensure optimal use, and to watch for indications of issues before they cause frustration for physicians.

- **IMPLEMENTATION SERVICES AND TRAINING:** Both "train-the-trainer" and direct training services are offered. Additionally, Adoption Specialists work closely with provider IT teams to create customized rollout plans. Training is adapted to the EHR and clinical workflows used by the provider, and can be conducted remotely or on-site.

- **INDIVIDUALIZED ATTENTION:** Because specialists are assigned to certain providers, they become knowledgeable about each provider's specific environment and habits. They are able to spot deviations from normal use, and respond quickly to physician questions or concerns before the question becomes an obstacle.

M*Modal believes that the full benefits of any technology can only be realized through the close partnership between the people behind the technology and the people who use it. Its Adoption Services team is designed to ensure that M*Modal software solutions contribute to the most important aspect of healthcare – the relationship between the physician and patient.

mModal™