

# THE HEALTHJUMP SOLUTION

## “MAGICAL” TRANSFER OF EHR DATA



### PROBLEM

#### A FRUSTRATING DATA LOGJAM

SocialClime relies upon the expeditious, efficient delivery of patient data from each of its client healthcare practices. However from SocialClime’s inception, obtaining that data has been a challenge. Historically, the delivery of patient data from a client to SocialClime has usually occurred in one of two ways:

##### **FTP** (some assembly required)

The SocialClime team would work with the client’s IT team to run a nightly report. The report would gather data for patients at a predefined targeted point in their care cycle. The data would then be automatically relayed to SocialClime — often using customized tools that the SocialClime team would be compelled to help the client’s IT team build, and then train them to use.

##### **HL7** (cumbersome and costly)

HL7 is an Affordable-Care-Act-mandated data transfer protocol. A major challenge with HL7 is that the data is not encrypted, so maintaining all-important HIPAA compliance requires setting-up Virtual Private Network connections between the practice and SocialClime — an expensive and difficult process.

In sum, there were no great options for acquiring data. Both methods were cumbersome. Both were difficult and expensive to implement.

With both choices, the specter of a potential data breach constantly loomed. As SocialClime CEO Ty Allen noted: “Every time we touch the data, move it, store it, we have to be cognizant of all the HIPAA security rules. One breach could end our business.”

### SNAPSHOT

#### VALUE TO SOCIALCLIME:

- 1 Security:** Healthjump’s data transfer eliminates worries about potential breaches that could result in HIPAA violations.
- 2 Speed-to-Implementation:** SocialClime implementation for a new customer can now be completed in days instead of weeks.
- 3 Speed-to-Market:** Healthjump gives SocialClime the ability to move fast in entering a market for a given source system.
- 4 Ease-of-Management:** Healthjump eliminates the need for the SocialClime team to constantly devote time and resources to maintaining currency and managing interactions with all the disparate EHR solution providers their clients use.

**SocialClime — an industry leader in healthcare patient feedback management solutions, seeks “magical” data transfer solution.**

In today's world, social media holds the power to provide a massive boost to the prospective fortunes of any business. At its most fearsome, social media also holds the power to lay waste to the future prospects of a business.

The power wielded by the technology of social media is nothing new; positive word-of-mouth has always been the best form of advertising, and negative word-of-mouth devastatingly damaging. Social media, however, serves as a tech-fueled accelerant for spreading consumer opinions — both positive and negative — globally, and nearly instantaneously. With the push of a button or click of a mouse, and within the span of hours or even minutes, a single consumer review can spread like wildfire across the globe.

That's why, more than ever before, it is crucial that all businesses carefully cultivate and monitor customer feedback. Failure to do so is akin to playing Russian roulette: far too much is left to chance in a game of astoundingly high stakes. That's a fact that applies to all business entities, including healthcare practices. And that's where SocialClime comes in.

## HELPING HEALTHCARE PRACTICES PLAY THE GAME TO WIN

SocialClime manages the crucial task of cultivating and monitoring patient feedback for healthcare practices. SocialClime improves the process, automates the process, and makes it easier and more convenient for patients to provide feedback. Perhaps most importantly, SocialClime relieves practices of the burden of constantly managing precious patient feedback.

**SocialClime has been astoundingly effective in this role, boosting patient ratings and reviews for each client by nearly 20 times, on average.**

Average consumer ratings for most SocialClime clients receive a significant boost within a short time. Most healthcare practices that become SocialClime clients also enjoy a significant increase in search engine rankings, typically attaining a top-three Google ranking within three to six months.

## SOLUTION

### A TOO-GOOD-TO-BE-TRUE, "MAGICAL" SOLUTION?

The sterling results SocialClime consistently produced for clients, indicated that they were certainly getting their job done, even while working within the constraints of the two available data-transfer methodologies. But the team was certainly open to finding a better solution for data transfers. Then a new SocialClime client, an orthopedic clinic, suggested that they look into a company called Healthjump. The new client wanted to use Healthjump to get SocialClime the data they needed.

Ty got in touch with Healthjump, arranged a meeting, and then heard a story he wasn't sure he believed. "The Healthjump team came in and told us a magical story that we wanted to believe, but weren't sure we could believe," Ty recalled.

When Ty told the Healthjump team about the two methods that they relied upon for transferring data — the two time-consuming, inefficient, headachy methods noted above — the Healthjump team said, "You guys can stop doing all that stuff." **Healthjump offered a far simpler, easier, and more elegant solution: data transfer agents.**

Healthjump's jumpSTART software is installed on the client's servers - typically less than a 30-minute process. For clients that use cloud-based EHR solutions, no installation is necessary; Healthjump connects directly to the client. Once installed, either in-house or on the cloud, jumpSTART automatically finds and sends the appropriate patient data every day.

Ty and the SocialClime team were thrilled to find that the "magical story" they had been told was no exaggeration. The Healthjump solution worked exactly as promised. As Ty happily noted, "What used to take us weeks or months of bureaucratic red tape and IT configuration is now down to just a single phone call and maybe a 20-minute installation process and configuration."

**“Once we launch the Healthjump agents, we’re running on cruise control.”**

## HEALTHJUMP’S IMPRESSIVE IMPACT (Would You Expect Less from a ‘Magical’ Solution?)

As expected, Healthjump’s technology made a swift, dramatic, and much-appreciated impact on SocialClime. Healthjump made it possible for the SocialClime team to perform their jobs faster, easier, better, and more securely.

But, perhaps even more importantly, Healthjump made it easier for SocialClime to acquire new clients. Quite often, prospective clients would be intrigued, even excited, about what SocialClime would be able to do for them. Then they’d learn about what would be required from their end to make the process work. The result was sometimes akin to poking a balloon with a pin: the interest level of the prospective client would suddenly deflate.

One of two key issues typically honed the point of that figurative balloon-busting pin:

1. The prospect’s IT team wasn’t up to the added workload required on their end. Sometimes, they simply didn’t have the necessary technical expertise in-house (“They just literally couldn’t wrap their heads around it,” Ty said.).
2. The prospect would have to pay large fees to their EHR solution provider to enable the HL7 transfers to SocialClime. In total, the additional costs might include:
  - a. New license or module fees
  - b. New configuration fees
  - c. New consulting fees

Healthjump provided SocialClime with the ability to completely eliminate those barriers to acquiring new business. And it’s having an impact.

**“We’ve actually started ramping-up our sales and implementation timelines because of Healthjump,” Ty said.**

Healthjump’s impact has even helped the SocialClime team to improve their end product. If the client requests that the customer survey perform a more granular drill-down in a particular area of concern or interest, Healthjump makes it easy for the SocialClime team to comply. A simple adjustment to the Healthjump API tweaks the data flow as needed to achieve the desired results. The upshot, Ty noted, is that “Healthjump gives us additional flexibility to respond to changing customer needs as they discover new ways that they want to use our system.”

## AN EXCELLENT BEGINNING TO A LONG AND PRODUCTIVE RELATIONSHIP

How did the implementation of Healthjump’s data transfer process go for that first client? Without a hitch, Ty reported. And that first project touched-off a veritable explosion of subsequent projects. In only seven weeks since that first project, nearly ten new clients have been implemented with Healthjump’s process — an average of more than one new client per week.

**Ongoing, Ty anticipates implementing Healthjump with at least 100 new clients in the next year. A happy ending to a magical story.**

Though it may have seemed so when Ty first heard about it, the Healthjump data transfer process isn’t a magic wand; it’s firmly rooted in Healthjump’s proprietary technology. But if the results are reminiscent of magic, well, so much the better. After all, shouldn’t the best technology seem a bit magical?

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