

Healthcare Market Solutions Brief

By Visioneer, Inc. (a Xerox Trademark Licensee)

The American Recovery and Reinvestment Act of 2009 (ARRA), specifically the Health Information Technology for Economic and Clinical Health (HITECH) Act portion, may have more impact on the US healthcare community than any other single initiative. This multi-billion dollar healthcare economic stimulus will significantly shift focus to quality measures, clinical outcomes and interoperability standards.

On February 17, 2009, President Obama signed ARRA into law to help stimulate the US economy. HITECH represents an investment of more than \$19 billion towards healthcare IT related initiatives, including the development of standards and guidelines for electronic healthcare records (EHR).

On August 20, 2009, Vice President Biden approved nearly \$1.2 billion in grants to help hospitals transition to electronic medical records.



An **electronic medical record (EMR)** refers to an individual patient's medical record in digital format that is capable of being shared throughout different health care settings, through access over a network. Such records may include a whole range of data in comprehensive or summary form, including demographics, medical history, medication and allergies, immunization status, laboratory test results, radiology images, billing information.

Industry Initiatives

Driven by the growing use of EMRs in hospitals and physician offices, this segment of the patient monitoring market will grow 23.3 percent annually through 2013, notes the report, "High-Tech Patient Monitoring Systems Markets (Remote and Wireless Systems, Data Processing, EMR Data Transfer)."

Increased use of EMRs and high-tech patient monitoring systems is a key piece of President Barack Obama's plan to fix the ailing healthcare system, the report notes, because they have the potential to improve patient outcomes and satisfaction, provide cost savings and more efficient use of healthcare resources and reduce hospitalizations.

Patient monitoring produces a vast amount of data, but this data can be disjointed and located in different places. EMRs give patients and physicians greater freedom, improve accuracy and should result in better outcomes as critical records are all in one easily transportable record.

Change is Required

The healthcare sector is currently paper intensive and largely paper dependent. Prospects are looking for ways to manage information more efficiently and to ensure the privacy and physical protection of patient information. This provides significant opportunities for document imaging software and hardware including document scanners as this market has several requirements that directly benefit from ECM:

- Need for security of information for patient protection & patient rights
- Need for Collaboration of information among healthcare providers
- Growing regulatory demands (e.g., conversion of patient records to electronic form)
- Need for Accuracy of data capture both at the medical care level and for accounting purposes
- Healthcare is a highly litigious market which means there is a dependency upon documentation for evidence.
- Variety of physical media that must be captured (ID cards, variable size paper, images, checks, handwritten notes, bar codes, etc.)
- Risk of loss when paper is damaged by fire or water.

The U.S. Department of Health and Human Services (“HHS”) issued the Privacy Rule to implement the requirement of the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”). Under this act patients have the right to inspect their records for six years. Also patients have the right to know who has had access to their records and for what purpose.

This is forcing healthcare providers to seek technology that can ensure the privacy and physical protection of patient information. This rule applies to:

- **Health Plans**, including health insurance companies, HMOs, company health plans, and certain government programs that pay for health care, such as Medicare and Medicaid.
- **Most Health Care Providers**, those that conduct certain business electronically, such as electronically billing your health insurance—including most doctors, clinics, hospitals, psychologists, chiropractors, nursing homes, pharmacies, and dentists.
- **Health Care Clearinghouses**, entities that process nonstandard health information they receive from another entity into a standard (i.e., standard electronic format or data content), or vice versa.

Keys to Success

- Getting Certified – Healthcare EMR solutions often require hardware to be tested and certified
- Compatibility – Many Healthcare EMR solutions call for TWAIN or ISIS drivers as well as integration to “push” the image to the application vs. pulling the image from the desktop application.
- Small Hardware footprints - Healthcare facilities are extremely challenge for desktop and work space
- Eliminating Downtime – Hardware features can reduce and eliminate user intervention such as replacing consumables to maximize uptime and the customer experience
- Providing Value – Healthcare companies are looking for low cost and high performance



Case Studies

Publix Supermarket Pharmacy standardized of the Xerox DocuMate 152 - Compatible with McKesson RX and Custom built in 'scan interrupt' feature. If Pharmacist interrupts scanning or encounters a jam 'scan interrupt' allows the user to open the device, clear jam etc and then continue scanning; this is a big fix because although most scanners (Xerox and Other) are very reliable, opening the scanner to clear a jam requires the user to shut down and reopen the McKesson RX which is very time consuming. They require TWAIN, small footprint duplex. Est. 1,000 units

Manitoba eHealth saves \$60,000 year by replacing their old standard of Fujitsu with the Xerox DocuMate 150 - They require TWAIN, small footprint, simplex. Technical Support was provided to consult on how to lock down the scanning profiles so end users couldn't make any changes. Est. 200 units.

Safeway Supermarket Pharmacy standardized on the Visioneer XP220 for a reliable simplex scanner to scan prescriptions and medical id cards. The main consideration was its compatibility with McKesson RX, dependability, low cost and ultra small foot print. Est. 1,500 units with warranty.