

# SOLUTIONS FOR THE HEALTHCARE INDUSTRY



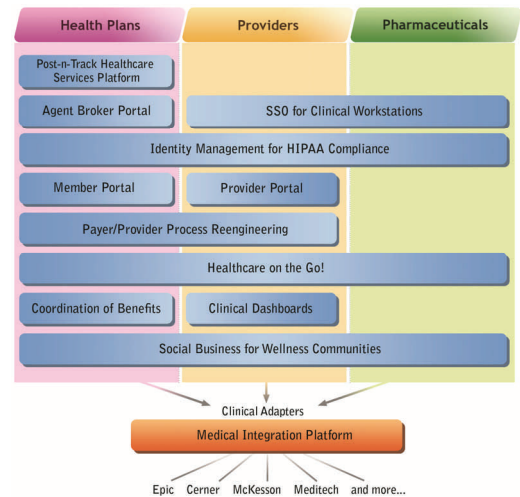
The healthcare industry is changing, impacting businesses on a national and global scale. Significant challenges unique to the industry are driving organizations to streamline core business processes and enable seamless and secure information sharing. Today's changing landscape brings extensive pressures around soaring medical costs, patient information security and quality of patient care. Additionally, these entities are facing greater regulations, many of which require compliance within 2-5 years, if not sooner. In an environment that experiences continuous change and requires continuous improvement, organizations are striving for greater efficiency, agility and compliance, all while reducing costs.

Recent advances in technology are being leveraged to create better health systems and address the industry's shifting needs. To meet compliance requirements, including moving from 4010 to 5010 HIPAA compliance and successfully upgrading to ICD 10 compliance without breaking existing applications, companies are turning to IT solutions. With connected systems, information can be delivered faster than ever before, allowing patients/members and physicians to interact effectively. These major IT transformations are shifting the world of healthcare to one that provides more efficient, secure and accountable care.

Prolifics is dedicated to delivering innovative solutions that tackle the business and IT challenges affecting health payers, providers, pharmaceuticals and care management organizations today. Our solutions are designed to meet the specific needs of the healthcare industry, such as claims intake and secure access to patient and clinical information. By implementing comprehensive and integrated solutions, Prolifics enables our healthcare customers to improve efficiencies in an increasingly competitive environment.

Our experts have the skills and knowledge necessary to deliver solutions in this highly complex industry, aligning solutions with HIPAA and EDI integration standards among many other critical requirements. Prolifics is prepared to deliver an innovative and intelligent solution that aligns IT with your specific business goals, allowing you to transform your healthcare system and help shape the industry's future.

For a complete look at Prolifics' solutions for the healthcare industry, see page 2



## IT Agility Leads to Business Agility

To keep up with the increased rate of change in the healthcare industry, businesses must be able to react quickly and effectively. With more efficient and flexible operations, organizations are better able to meet member and consumer demands. Agile IT environments provide this responsiveness and allow organizations to change with speed and efficiency, in addition to proactively identifying that change.



## Collaboration is Key

In today's environment, patients are demanding greater involvement in their own care, access to their medical records and interaction with their physicians. Increasing collaboration and information sharing allow you to connect healthcare teams, organizations and patients to help maximize value and quality of care. Providing electronic access of critical information enables healthcare organizations to make more informed decisions and ultimately help control the cost of care.

*"Prolifics helped us implement access control, dramatically helping us enforce HIPAA compliance to ensure people have the access that they need to perform their responsibilities and their job roles, and to ensure that when they do leave our organization their access is suspended to secure the patient data that we have."*

*— Matt Hickmott, Tampa General Hospital*

## Seamless and Secure Exchange of Information

With the electronic exchange of data, healthcare professionals can get the right data into the right hands, instantly. Gain greater insight by integrating and analyzing this information, and in turn, improving business performance. Electronic protected health information is guarded with central management of identities, allowing organizations to enable secure information sharing between trusted users and meet compliance standards.

## Accountability and Audit Compliance

By ensuring that only authorized users are accessing sensitive data and by tracking the frequency of access, healthcare entities can increase security reporting capabilities. A complete IT security solution allows you to protect the confidentiality, integrity and availability of patient information and comply with critical industry requirements, such as HIPAA.

## Prolifics Healthcare Solutions

### Single Sign-On for Clinical Workstations

Healthcare organizations today are seeking IT solutions to address a variety of challenges, including the need to ease the pain associated with their clinical workstations. To satisfy these business requirements, many organizations are looking to improve security and manage passwords while ensuring faster access to patient information and compliance to patient privacy regulations. Prolifics' Single Sign On for Clinical Workstations solution allows health practitioners to sign on once and gain access to all authorized applications.

### Identity Management for HIPAA Compliance

Driven by HIPAA regulations and consumer demand, healthcare organizations are under growing pressures to protect sensitive information and increase accountability through audit trails. Failure to do so often leads to lack of visibility and control, increased security risks and growing fines. Prolifics uses Identity and Access software to centralize the management of user identities, providing knowledge and control of who has access to which applications. Prolifics' solution also brings healthcare organizations one step closer to implementing an Electronic Medical Record (EMR) system, which requires unique reference numbers, known as a Global Unique Identifier, for each user who has access to healthcare systems, including medical students and visiting nurses.

### Healthcare Services Platform

Prolifics has teamed up with Post-n-Track, to provide innovative healthcare solutions to health plans around the exchange of transactions and information. Post-n-Track's simple, secure, HIPAA-compliant healthcare cloud services platform creates real-time connectivity between healthcare providers and payers – essentially providing an outsourcing capability for corporations in the healthcare insurance industry. Leveraging Post-n-Track's platform eliminates the need for health plans to provide their own infrastructure and resources, reducing complexity and cost.

### Coordination of Benefits (COB)

Coordination of Benefits (COB) enables healthcare companies to coordinate a member's various insurance plans when they have dual coverage. Through Coordination of Benefits, healthcare payers are able to guarantee that claims are processed accurately and are not overpaid, while ensuring that insured members are fully covered.

### Healthcare on the Go!

Prolifics can help Payer, Provider, Pharmaceuticals or Care Management entities leverage the value of the cellular data network by delivering services, content and applications quickly to mobile customers—offering in-demand services such as appointments, payments, research and HR resources. Giving anytime 24/7 access around the world, our mobile solutions can improve patient satisfaction, care and loyalty while increasing efficiencies and reducing costs.

### Portals

Through Member, Provider and Agent Broker Portals, Prolifics helps improve communication and increase interaction between patients, providers and agents in the healthcare industry. Our solutions provide secure access to personal medical information and allow providers to directly process transactions within an organization's system. We also enable a number of self-service capabilities, including registering and completing forms online, requesting prescription refills, accessing medical records, viewing lab results and scheduling medical appointments.

### Social Business for Wellness Communities

Today in the healthcare industry, we are seeing a greater focus on quality of care and preventative medicine. By adopting social networking forms, wellness programs can provide its members with community-based discussion groups, wikis and blogs.

### Payer/Provider Process Reengineering

With increasing healthcare costs, business process reengineering allows healthcare entities stay competitive by containing costs and achieving higher efficiencies. By evaluating current processes and discovering ways to optimize productivity, Prolifics redesigns business processes to improve performance, quality and speed, while reducing costs.

### Clinical Dashboards

Clinical Dashboards consist of visual displays that provide physicians with relevant data relating to a given patient's condition or health status. By viewing the dashboard, healthcare providers have instant access to specific information, including blood pressure, lab results, long-term medications, family history and vital signs. By integrating applications into the dashboard, patients can receive more efficient, accurate and proactive care.

### Medical Integration Platform

Prolifics' subject matter experts leverage leading integration technologies to extend the reach, scope and scale of medical applications. Helping enable secure and seamless interaction of critical payer, provider and care management solutions, the Integration Platform provides the foundation to enable organizations to respond to the ever changing dynamics in an industry that is routinely impacted by reform, regulations and technology advancements.

### Healthcare Customers:

- ◆ Aetna
- ◆ ARAMARK
- ◆ Blue Cross and Blue Shield of North Carolina
- ◆ Blue Cross and Blue Shield of Minnesota
- ◆ Blue Cross and Blue Shield of Massachusetts
- ◆ Cardinal Health
- ◆ Carolinas Healthcare System
- ◆ CIGNA
- ◆ Cross Country Healthcare
- ◆ Emdeon (formerly WebMD)
- ◆ Horizon Healthcare
- ◆ Independence Blue Cross
- ◆ McKesson
- ◆ NASCO
- ◆ National Health Service
- ◆ New York City Department of Health and Mental Hygiene
- ◆ Novartis
- ◆ Novo Nordisk
- ◆ Oxford Health
- ◆ Post-n-Track
- ◆ Reading Hospital
- ◆ Tampa General Hospital
- ◆ United Health Group
- ◆ WellPoint

**Prolifics**®

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