

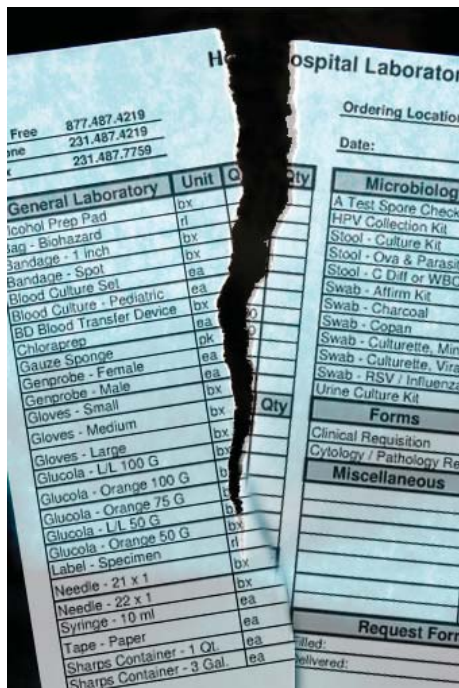
Halfpenny for your thoughts



When Splitting Up is for the Best

by Adriana Falco, Director of Marketing at Halfpenny Technologies, Inc.

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Centralizing. One-stop-shopping. Consolidating. Sole sourcing. Streamlining. All of these actions have one common denominator; unifying a set of activities under one umbrella. Why not? It's easier, more convenient, and should be cost effective, right? Maybe, but perhaps not when it comes to hospitals, labs, and physicians needing their lab orders to be routed to more than one testing laboratory for various legit reasons.

Ordering lab tests can be a complex process, even within a health network. Oftentimes a single lab order should be divided into two or more requisitions. The reasons can be many. The physician's office can perform one or more of the tests in the office. The insurance company requires the separation. It's most cost effective to send one of the tests to an outside lab. The order needs to go to a third-party subcontracted by the first lab. The provider prefers to bill insurance companies directly in order to obtain markup revenue, regardless if test is or is not conducted in their office. Hence, this is definitely an instance when splitting up is for the better.

Since test results from labs due influence nearly 70% of all healthcare decisions made today while representing only 2% of total healthcare costs, hospitals, labs, and physicians should have the choice and flexibility of splitting a requisition when needed. But let's throw another monkey wrench, so to speak, into the mix while we're at it. Does the hospital, lab, or physician office have an existing electronic health record (EHR) system

in operation to automate and streamline the clinician's workflow, reduce any errors and offset costs? What happens when there is an EHR system in place? What happens when there isn't? How does an EHR system facilitate splitting an order? Better yet, how do you split a requisition without an EHR system?

Questions, questions, and more questions. Well, here are some answers.

The best action is to provide hospitals, labs and physician offices with a simple way to divide a single lab order into two or multiple, with or without an EHR system. A foolproof method to automatically split orders right from the start, during order entry and based rules on sample type, storage temperature, testing location, test type, order location, billing status, CPT code, order choice priority or type, insurance, physician preference and/or other measures.

Halfpenny Technologies (HTI), a leading provider of healthcare connectivity and integration solutions, offers hospitals, labs and physicians the means to split a single lab req into two or more requisitions with or without an existing physician EHR system. This capability is not only priceless, but essential as most physicians utilize multiple labs and route their test orders in accordance with the patient's insurance, type of tests required, billing practices, or their own preferences.

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Halfpenny Technologies, Inc. is a leading provider of clinical data exchange solutions.

When Splitting Up is for the Best

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Here's how Halfpenny generates split requisitions. With an EHR system, Halfpenny receives the lab order from the EHR and automatically splits it according to rules controlled by authorized users and then prints specific labels, requisitions, and/or manifests as needed and routes the orders to the correct testing laboratory based on the hospital or physician's workflow requirements. When the results are received, Halfpenny re-bundles and forwards them into the appropriate patient record within the EHR.

When there is not a physician EHR system, Halfpenny will implement one of its own proprietary solutions, ITF-Portal® or ITF-GoDoc® MobileOE, to facilitate the order entry directly and split the req utilizing the same rules described above. Either way, the split successfully occurs and the results can be combined and incorporated into an EHR system if available or viewed within one or both of the HTI solutions.

Splitting up a req to be routed to the correct testing laboratory is not only in the best interest of hospitals, labs, and physicians, but in the long run it's also in the best interest of the patient who receives better care and better patient services. It saves valuable time, unnecessary costs and precious manpower. If you are still sole sourcing your lab orders to one facility, look a little further to the many benefits and advantages of splitting up a requisition. You might realize that breaking up is not so hard to do after all. 



About the Author

Adriana Falco is Director of Marketing at Halfpenny Technologies, where she directs the marketing and messaging for the company's portfolio of clinical integration solutions. An accomplished senior marketing executive with over 20 years experience, Adriana provides valuable insight into corporate marketing and communications strategies that drive brand awareness, product management, market identification and targeting, and product messaging. Prior to Halfpenny, Adriana directed marketing for Healthcare Data Management, Inc., Healthworks Alliance, Inc., Image Solutions, Inc., and Managed Care Strategies, Inc. Her degrees include a Bachelor's from Villanova University and a Master's from Drexel University. Contact Adriana at afalco@halfpenny.com.

About Halfpenny Technologies

Halfpenny Technologies is a leading provider of clinical data exchange solutions, enabling hospitals and laboratories to integrate with disparate physician EMR systems. Halfpenny's SaaS-based ITF-Hub® provides a reliable, secure platform to exchange clinical, financial and administrative data while reducing complexity and costs. Additionally, a consolidated stream of LOINC mapped data can be routed to constituents for other initiatives, including HIE, ACO, HEDIS, PQRI and various health plan reports. ITF-Portal® is a Web-based order entry and results reporting system to rapidly search and retrieve various clinical reports. ITF-GoDoc® is a mobile app to access lab, pathology, radiology and other clinical results reports securely. ITF-GoDoc® MobileOE is a mobile CPOE system for secure billing, ask-at-order entry questions, specimen types and medical necessity compliance.

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