



FIVE ADVANTAGES

TO AUTOMATING YOUR REFERRAL INTAKE WORKFLOW



Electronic Health Records (EHRs) have become the backbone of almost every healthcare provider, from the largest enterprise health systems to small independent practices. These EHRs have become the system of truth for all patient data and clinical workflows, and most EHRs function very well in these roles.

However, an EHR's functionality alone isn't enough to keep up with competitors in today's landscape. To improve care coordination with acute care facilities and within their own facility, post-acute care organizations are adding some vital technology to support their EHR and improve the patient experience. Two of the most common tools that help in this goal are referral management systems and CRMs.

For providers to properly manage their risk, patient information must follow the patient automatically and seamlessly between different care settings. Until recently, outdated

integration methodology has made this vision a pipe dream for all but the largest health systems, requiring large capital investments in technology, consultants, and internal resources to make these integrations work well.

This guide is designed to help providers understand five (5) benefits your organization can realize when you automate the referral intake management workflow, by integrating a CRM solution with the EHR you already use to do business.





1

THE ACUTE CARE REFERRAL

Managing the cadence of incoming referrals from acute care facilities can be challenging and time consuming for your team. When the referral intake management workflow is automated, you are consolidating referral information into one “source of truth” for your team, rather than having the information exist in disparate, siloed systems, and having to rely on manual entry to have the information inputted accurately into the correct systems.

With automation, a patient’s referral information is sent directly from the Referral Management System into your CRM (such as Salesforce), and your team is able to accept the referral right from your CRM.



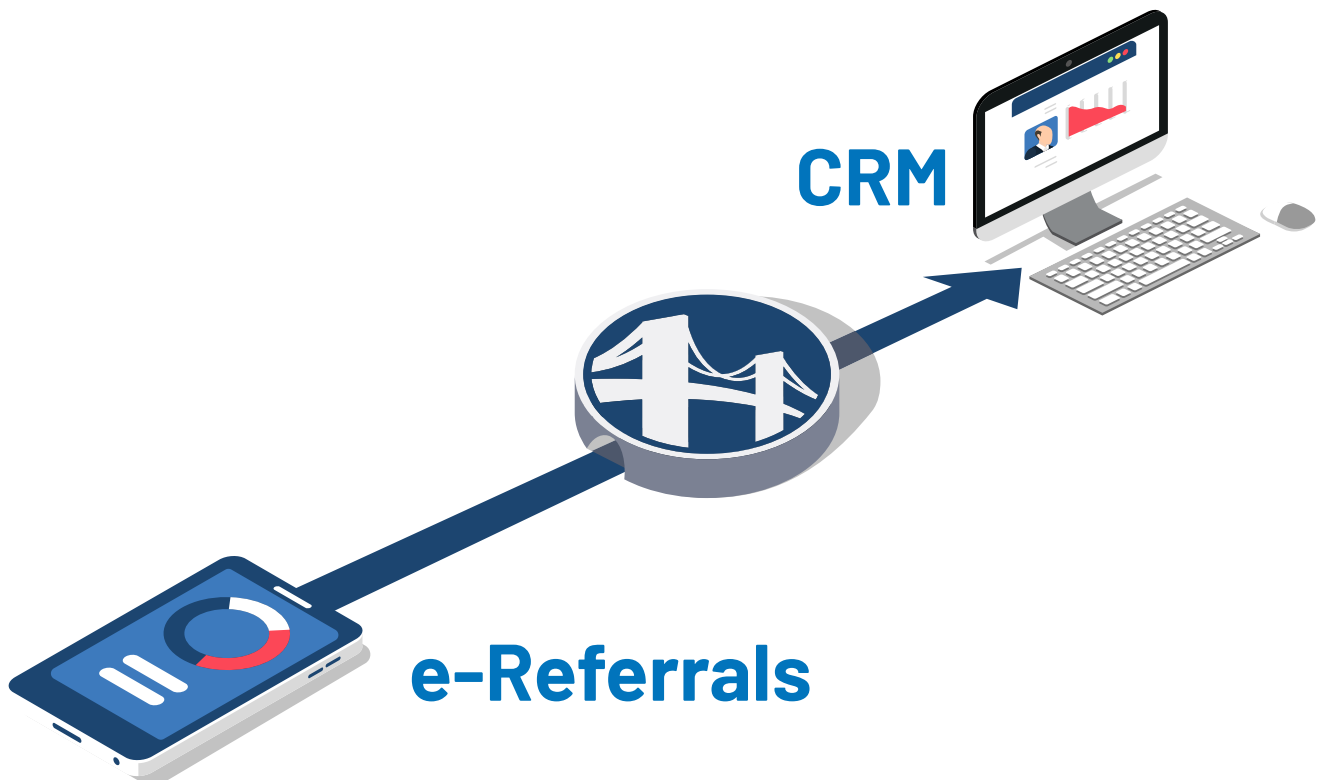


2

THE REAL-TIME NOTIFICATION

Eliminating dual and manual entry from one disparate system to another is just the beginning. Now, your admissions team no longer has to separately log-in to the referral management system to both monitor and accept referrals. Bridge Connector's automation empowers you to send real-time notifications to your team when the patient referral is pushed from the referral management system into the CRM.

This allows your team to review the referral immediately, giving them a competitive time advantage over competitors who are jockeying to accept the same referral. This referral, usually coming from an acute care facility, includes the patient information that has been already been aggregated to this record.





3

THE CARE COORDINATION

One of the biggest issues in health care today is miscommunication when it comes to care coordination — especially between acute and post-acute care facilities. Automating your workflows can prevent common “misses” that take place in the day-to-day operations of a health care organization. Thanks to the automation that has already occurred, your admissions team can now accept the patient directly from the CRM.

By eliminating dual manual entry, you also eliminate the potential for errors that comes along with it. Once the referral is accepted, Bridge Connector sends the acceptance notification from the CRM back into the referral management system, and the acute-care facility is notified that the patient has been accepted for admission.

This effectively closes both the care coordination and communications loops, and the acute care facility can begin discharging the patient.

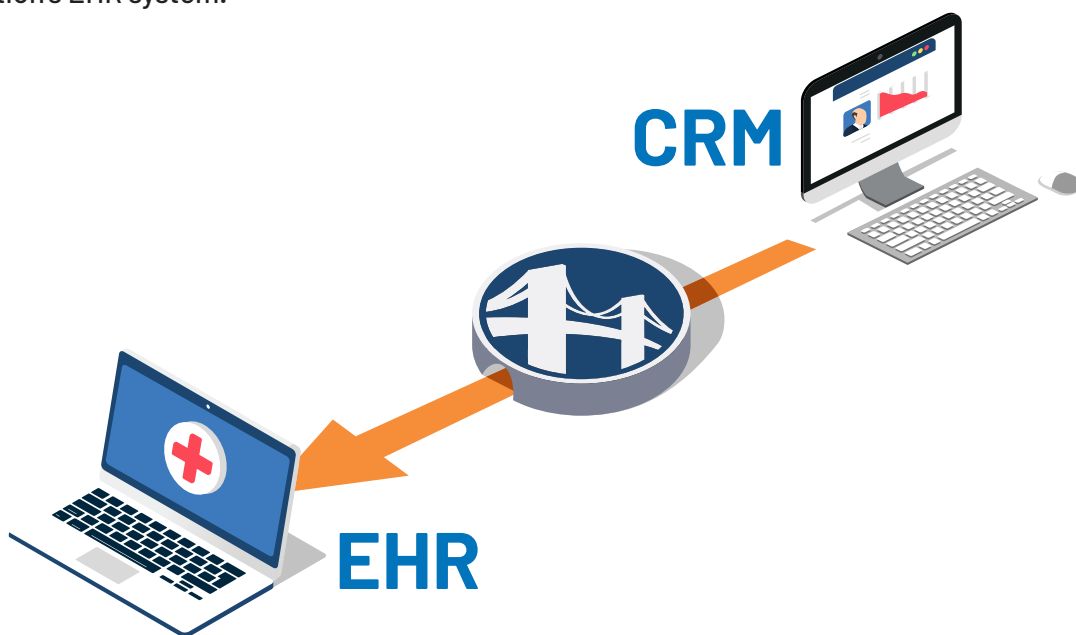


4

THE CONSISTENCY

After discharge from the acute care facility, your team can now connect directly with the patient, their case manager, and/or family caregivers to go through the details of their medical history, confirming that the patient is completely ready to enter your facility.

Pre-admission records are completed and submitted into the CRM, through Bridge, and automation adds yet another benefit – consistency – as the admissions team can send that patient information directly from the CRM to the EHR. This ensures the accurate information goes directly to the physician, and prevents your admissions team from having to access your organization's EHR system.

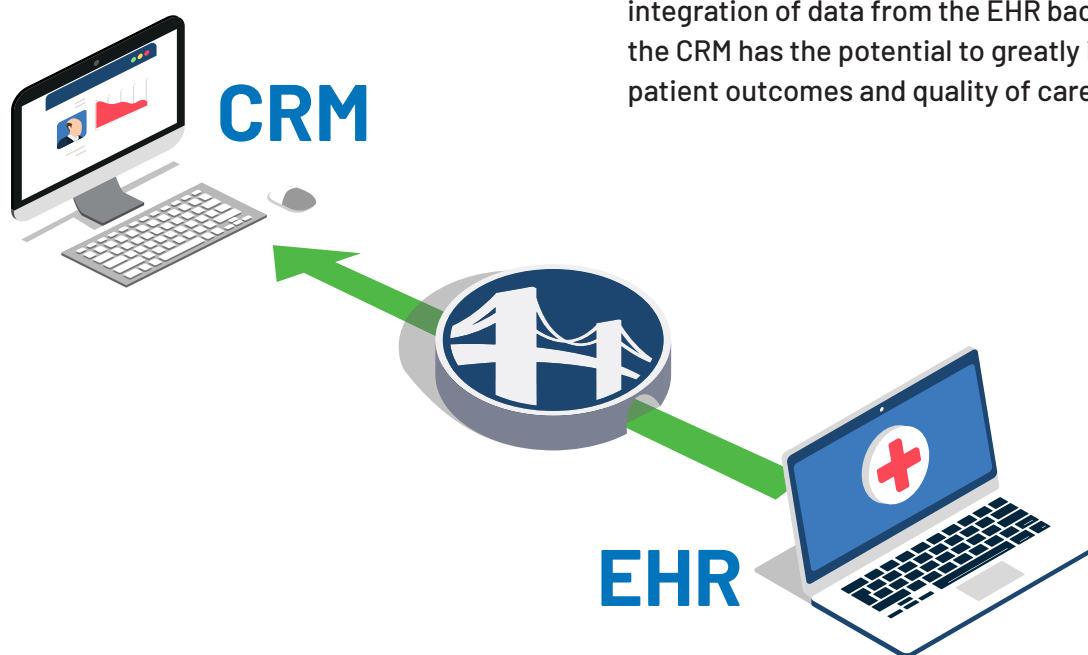




5 THE FOLLOW-UP

When the patient is discharged from the post-acute EHR, thanks to CRM and EHR integrations, the CRM record is already equipped with the data you need to facilitate follow-up efforts. If there's a most critical companion to "coordination of care," it's "engagement" between patients and providers with follow-up processes. This last but overarching benefit – managing and automating follow-up communication measures – can better eliminate the dreaded gaps that accompany transitions of care.

Dependent on your EHR APIs, this bidirectional integration of data from the EHR back into the CRM has the potential to greatly improve patient outcomes and quality of care.



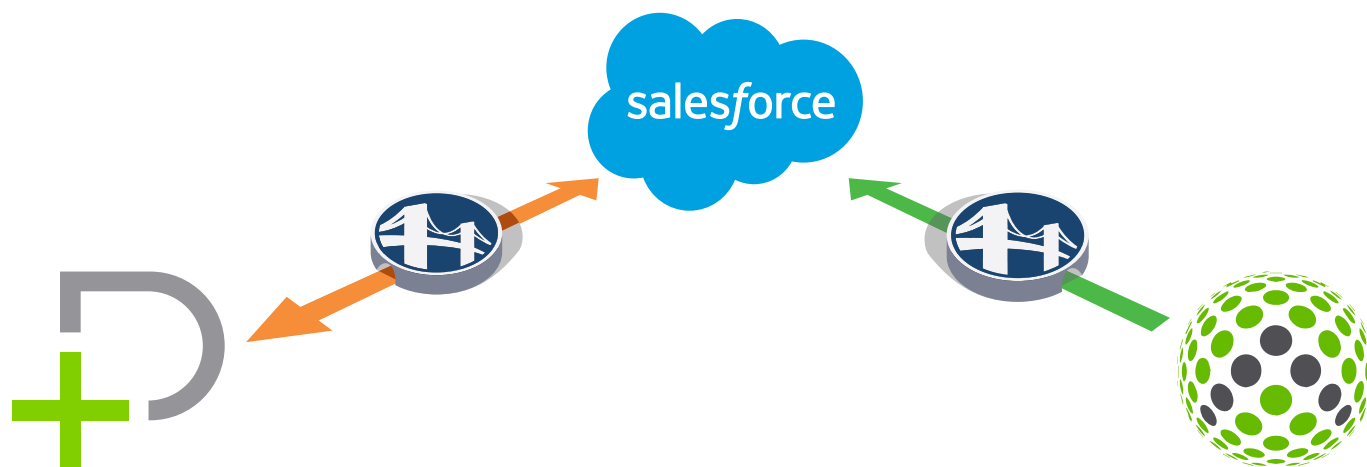
SUCCESS IN ACTION

Bridge Connector's integrations with the largest post-acute EHR and CRM vendors on the market allow your organization to have an automatic, accurate, and secure flow of patient information to the right people at the right time. From pre-admission to post-discharge follow-up, Bridge Connector makes your patient journey a streamlined experience.

Most post-acute care facilities have an EHR, such as PointClickCare, a CRM, such as Salesforce, and at least one Referral Management System, such as CarePort by Allscripts. What most post-acute care facilities don't have, is an integration that connects these three disparate systems. Bridge Connector works with post-acute care facilities as a full-service iPaaS (integration platform as a service) partner to ensure that integrations are done right the first time, and run seamlessly through system updates. The monthly service fee includes everything needed for a worry-free integration, including build-out,

maintenance, technical support, and new user training documentation.

The referral intake management workflow isn't the only workflow that Bridge Connector is able to automate, but it is one of the most important. When this workflow is automated, dual, manual entry is eliminated, which improves communication and accuracy. And referrals are no longer missed, ensuring full facilities and beds. Physicians become armed with a 360-view of patients, and communication gaps are closed between the various transitions of care.



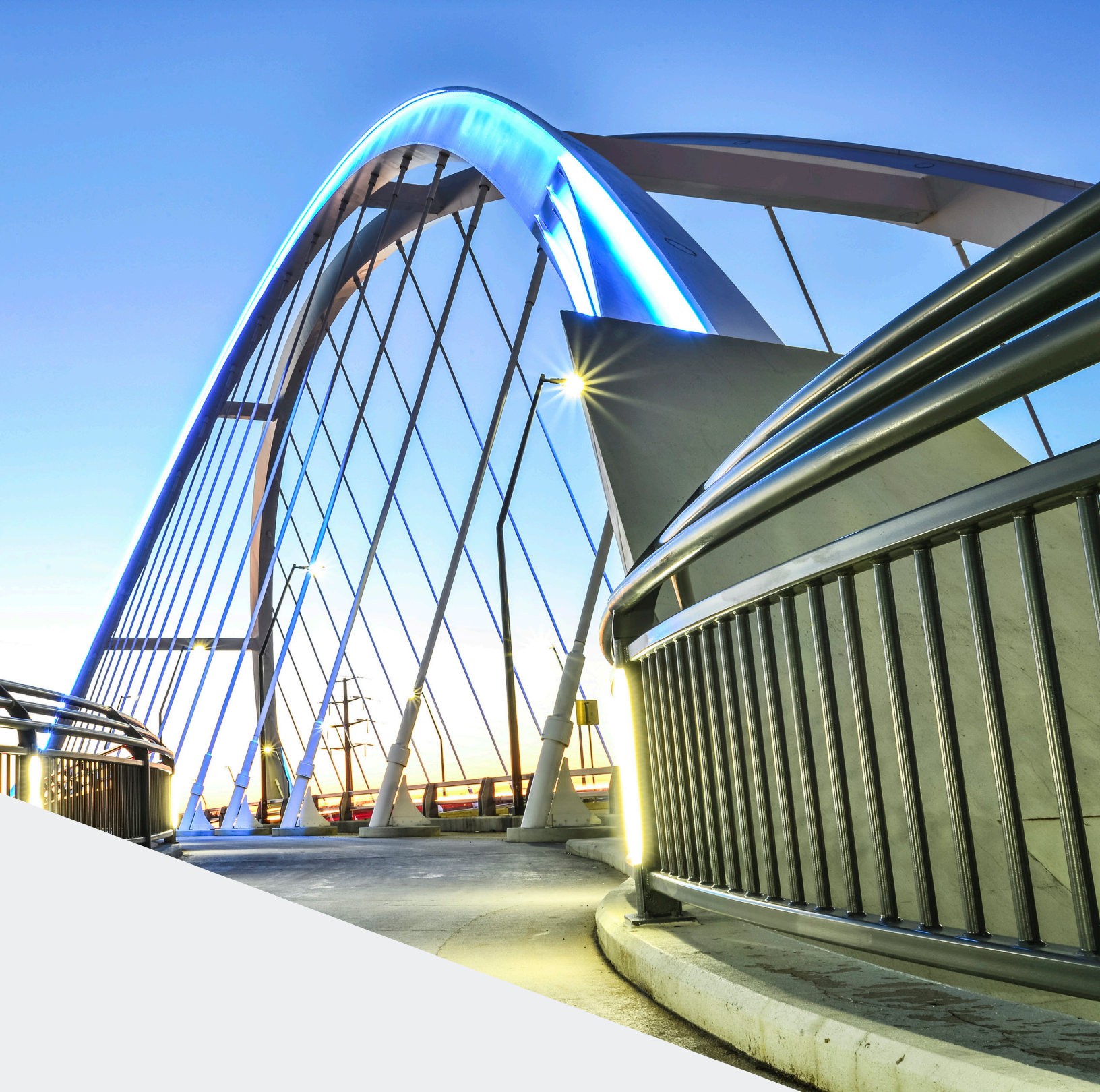


BUILDING INTEGRATIONS DOES NOT HAVE TO BE COMPLICATED

Nor should any integrations product feel like a one-size-fits-all solution that doesn't quite meet your needs.

Technology within the medical practice has evolved rapidly during the last 10 years, and shows no signs of slowing down. In fact, you can count on using more technology — not less — in the future, making seamless, quick, and affordable integrations between applications a requirement to stay competitive and compliant. Take control of your practice's EHR integration needs by partnering the right individuals from your staff with EHR integration experts that can provide customized, turnkey and full-service solutions, to ensure your systems are working most efficiently for your organization.





The days of buy-and-build platforms to make interfaces are behind us.

With true integration-as-a-service models, your organization can focus on what you do best, while your interfaces are made live in weeks and maintained seamlessly as connected systems evolve.

Want to learn more about how we make it happen?

Visit us at www.bridgeconnector.com

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