

Health Information Exchange Toolkit

An Experian QAS Tip Sheet

The Health Information Exchange (HIE) is a new healthcare platform that relates to the process of reliable electronic health-related information sharing. Data sharing is conducted in a way that protects consumers by ensuring the confidentiality, privacy, and security of all information provided.

State and federal agencies tasked with overseeing this new platform in order to properly monitor the HIE, must have the capability to verify all contact information provided. Verified contact information is essential to ensuring the authorization of those who access this sensitive information.

With new processes often come new challenges. The three simple steps outlined below will help agencies through the migration to HIE and enable a seamless implementation.

Step 1

The first step in a seamless migration is to ensure that all current contact information is accurate. To achieve this goal, agencies must run all existing database records through a back-office cleansing tool.

Back-end tools clean and enhance existing address records and help agencies to maintain the validity of those records over time. QAS Batch does this by comparing each address in a database against the United States Postal Service® ZIP+4™ data file of addresses.

If government agencies begin the HIE migration with dirty data, the

project will be prone to various issues from the very beginning. Inaccurate information can lead to wrongful identification or improper health-related information being supplied. An organization's database must house accurate data in order to launch and then maintain a successful migration to the new system.

Next, agencies should begin the process of removing duplicate records from their database.

Step 2

Duplicate identification is a critical component of any successful

database migration, especially the migration to HIE. By linking constituent data across department databases, an agency improves intelligence and contact information. In addition, identifying and removing existing duplicate records, and preventing future creation of duplicates, prevents constituents from opening multiple cases, reducing the number of fraudulent accounts.

For a successful deduplication strategy, agencies first need to decide what factors will constitute a duplicate record. QAS NameSearch® provides access to a range of options, from out-of-

the-box, standalone technology to customizable, integrated solutions that are seamless for the end user.

Once existing databases are cleansed and duplicates have been identified and removed, agencies need to focus on ensuring that only accurate contact information enters their system in the future.

Step 3

Validating contact data as it is captured, before it is committed to an agency's database, is the most effective way to prevent errors. This step becomes even more important with the HIE migration, since information is being captured across multiple touch points and portals. This point-of-entry approach to address verification guarantees that an agency is working with verified data on the first attempt. Front-end

verification also prevents the transfer of inaccurate data, both internally and to external departments that may rely on that information for various purposes.

QAS Pro is an interactive, point-of-entry address verification tool that confirms data in real time while the constituent is still engaged, whether face-to-face, over the phone or through a Web portal. Verification at the point of entry immediately flags missing or inaccurate information so that the error can be corrected prior to the information entering an agency's master record.

Outcome

Completion of the steps outlined above is critical to the success of the HIE platform and the nationwide health information network. The HIE and those responsible for its launch,

enabled by technology, are expected to improve the quality of care and patient safety while reducing healthcare costs. None of this is possible without accurate contact information.

Experian QAS provides contact data management software and services that help government agencies drive greater value from their data. Experian QAS' product suite uses data from the USPS® and Experian, in addition to other sources. The end result is that contact data is accurate, relevant, optimized and up to date.

Experian QAS tools enable agencies to navigate the barriers presented during the HIE migration and streamline key workflows and processes, ensuring efficient, effective transition.