ExecutiveInsight
Strategies and Solutions for Healthcare Leaders

EXPLORE

ORLANDO

FOR ATTENDEES OF
HIMSS ANNUAL MEETING

Clean Up Your Legacy System Junkyard

You may be running retired HIS applications simply to access old records. Or you may be running parallel patient accounting systems after a conversion. Either way, you're amassing a junkyard of old systems.

Clean up your junkyard with DataArk®

DataArk, *The Active Archive,* allows you to decommission your old HIS and save on the cost of maintaining old, but vital, healthcare data. Up to 80% in most cases. Maintain complete access to and management of archived data and live accounts, such as clinical, A/R, H/R and other data sets. We configure DataArk to meet your facility's specific requirements.

Ready to get started? Contact us and let the clean up begin.

www.mediquant.com

To learn more about DataArk, visit the MediQuant® Booth #3232 at HIMSS11.

Make the Most of Your Time at HIMSS11!

Orange County **Convention Center**

» *Executive Insight* is pleased to bring you this guide to Orlando, location of the annual conference and exhibition of the Healthcare Information and Management Systems Society.

More than 27,000 industry professionals will gather at the Orange County Convention Center (Feb. 20-24) for HIMSS11, the premiere educational event and exhibition for healthcare information technology and management systems.

The meeting is approved for Certified Professional in Healthcare Information and Management Systems contact hours. It is also accredited in accordance and compliance with the Accreditation Council for Continuing Medical Education through the joint sponsorship of Postgraduate Institute for Medicine and HIMSS.

Attendees may also earn contact hours for Pharmacist Continuing Education through the Accreditation Council for Pharmacy Education and Nursing Continuing Education through the American Nurses Credentialing Center. Credit is also available through the American College of Healthcare Executives and the Project Management Institute.

Educational Program and Speakers

This year's theme, "Linking People, Potential and Progress," promotes engagement with peers and leaders, exchange of ideas and challenges and exploration of solutions that position companies for future success.

Attendees can take advantage of almost 300 sessions. Among them, a multimedia educational event that looks at how HIT will be affected by advances in genomics, personalized health, virtual worlds, military technology and more.

During the Views from the Top sessions, industry leaders offer their insights into best practices and HIT trends.

Especially recommended for readers of Executive Insight are:
• New Construction: Planning for IT in a Constantly Changing Environment
• Keep Up: Healthcare is Going Mobile
• Bringing the Social Media Revolution to Healthcare
• How to "Meaningfully" Protect Privacy and Security Without Harming Patients

The 2011 slate of keynote speakers is impressive. Former Secretary of Labor Robert B. Reich will discuss how economic changes affect healthcare costs now and in the immediate future.

For insight into the current administration's HIT plans, Wednesday's opening session features Kathleen Sebelius, Secretary of Health and Human Services, and David Blumenthal, MD, MPP, National Coordinator for Health Information Technology.

Thursday's keynote speakers shift from policy to inspiration and creativity with actor Michael J. Fox and Richard Boyd, chief architect for Lockheed Martin Virtual World Labs.

Exhibit Hall

More than 900 companies are featured in this year's exhibit hall, spread over Halls A-E of the convention center. Halls A-D are open Monday 11:30 a.m. – 5:30 p.m. and Tuesday and Wednesday 9:30 a.m. – 1 p.m. and 2:30-5:30 p.m. Hall E is open Monday 11:30 a.m. – 5:30 p.m.; Tuesday and Wednesday 9:30 a.m. – 5:30 p.m.; and Thursday 9:30 a.m. – 12:30 p.m.

ADVANCE Newsmagazines thanks MediQuant, Inc. for its support of the Orlando City Guide. Visit the company's HIMSS11 booth — #3232.

Photo courtesy of Orlando/Orange County Convention & Visitor's Bureau

"Active Archive" is the Right Answer for Cincinnati Children's

DataArk® allowed Cincinnati Children's, a southwest Ohio medical center, to retire its old HIS without interruption to cash flow.

Cincinnati Children's Hospital Medical Center is a full-service, not-for-profit pediatric organization that has forged an international reputation for advanced research and progressive teaching programs. The medical center has made its mark nationally with the Cincinnati Children's Research Foundation, one of the largest pediatric research programs in the United States.

CHALLENGE

After deciding to implement a new health information system (HIS), Cincinnati Children's needed an immediate plan to maintain real-time access to old account data prior to the expiration of its current HIS vendor contract. It was also crucial that account billing continue without interruption to cash flow.

After attempts to negotiate a favorable extension of the existing HIS contract proved unsuccessful, the medical center considered devising its own data storage solution, but deemed the anticipated expense and resulting burden on IT staff too great.

Mike Taylor, Vice President of Revenue Cycle Management, then launched a rigorous search for a third-party vendor that would help keep the imminent HIS conversion on track and within budget.

SOLUTION

Referrals led Tony Helton, Executive Director of Hospital Billing Operations, to MediQuant®, Inc. Helton was presented with DataArk®—an "active archive" that could serve as a repository for old records while allowing hospital staff to continue to manage and bill active accounts.

Keeping up obsolete legacy systems to maintain receivables functions and real-time access to account level detail can be excessive – like using a bulldozer to plow a garden. MediQuant® developed DataArk® to help organizations achieve a seamless and cost-effective changeover to a new HIS or EMR.

"We were approached by a number of vendors, none having what we considered a true 'system solution,'" said Helton. "Most volunteered to work the legacy A/R for us, but we weren't comfortable with allowing that level of access to the system. How to transfer the data, then pull everything back in, was also a concern."

"That's when we decided DataArk® was the answer."

IMPLEMENTATION

After "go-live" of Cincinnati Children's new HIS, the old system was kept running for a transition period of six months. During this time, much of the legacy A/R was worked down. Active and non-active accounts were then migrated into DataArk® from two large databases containing records from a 500-bed hospital and from more than 500 physicians.

Data elements retained their original format, thus retaining familiarity to the end user in DataArk®. Coupled with the software's intuitive design, staff needed less than one hour of training on average to learn the new system. Users could now easily view patient account detail on all active and archived accounts, and post payments to accounts with balances being updated through DataArk®.

"The fact that we did not get a lot of feedback meant it went well. Everyone was comfortable with it," said Charlie Baverman, Assistant Vice President of Revenue Cycle Management.

OBSTACLES

Cincinnati Children's unique data models posed a challenge to MediQuant® during the implementation of DataArk®. The medical center had built several interfaces to pass data back-and-forth with outsourced service providers including a healthcare financial staffing agency that had been contracted to help liquidate the legacy A/R.

"It was critical to get active patient billing out of our shop and over to the receivables management firm quickly so that our staff could focus on the future," said Baverman. " The exchange of transactional data such as payments, refunds and adjustments had to be fluid. Our answer was to combine the horsepower of the receivables management firm's collection system with the integrated functionality of the MediQuant® archive."

DataArk® served as the "system of record" for the daily flow of notes and transactions generated between the medical center and the receivables management firm as well as a debt collection agency and other vendors that provided revenue enhancement and out-of-state Medicaid services.

More than 80% of the work Cincinnati Children's did with its vendors during this time was interfaced through DataArk®.

"Agency update files were passed between DataArk® and the agencies," said Jim Vonderhaar, Senior Director of Application Services. "There were no surprises anytime we went into the system. We were extremely impressed by the accuracy."

OUTCOMES

Cincinnati Children's saved nearly $800,000 in legacy system support fees alone during its first year with DataArk®.

Most importantly, hospital and physician billing continued without interruption during implementation of the new HIS.

The medical center has since launched a second project with DataArk®, this time to migrate legacy anesthesia data.

"I've talked to CFOs at other hospitals and told them, in terms of a cost-effective solution to your legacy system, DataArk® is the best answer you could come up with," said Taylor. "We would have been in a pricey bind if we had been forced to extend our old system contract or develop a warehousing solution internally. Those were really the only options we had until DataArk®, which presented a much better economic model for us."

LEGACY SUPPORT STOPS HERE

Learn more about how healthcare organizations have saved up to 80% in system management and support costs by eliminating their "junkyard" of legacy systems.

Visit: www.mediquant.com
Call: 800.917.6379
Email: info@mediquant.com

About MediQuant®
MediQuant® develops advanced software solutions that reduce time, cut costs and increase revenue for a wide range of healthcare providers including large tertiary care facilities, community hospitals, Integrated Delivery Networks (IDN) and academic centers, among others. Extensive healthcare software development, past revenue cycle management, clinical services and data management expertise enables MediQuant® to craft unique solutions to common problems encountered by chief financial and information officers, patient accounting and human resource directors as well as physician practice managers and clinicians.

MediQuant
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Reducing cost. Preventing loss.

BOOTH #3232

New features of the 2011 exhibition include RFID and social media pavilions. The HIMSS Interoperability Showcase offers live demonstrations of interoperability and help desks staffed with expert volunteers who can get you on the road to HIT interoperability.

Hear real-world case studies at 10 theaters on the exhibit floor in the exhibitor solution sessions. Topics range from meeting challenges of healthcare reform to providing a quiet healing environment.

On Tuesday and Wednesday from 1-2:30 p.m., networking becomes an even stronger focus of the exhibition with HIMSS11 Power Hour. Promote your business to other businesses. You can even make appointments before the Power Hour starts through the conference's online buyers guide. Regular hall activities are quiet during these times.

Continue networking at the many private conference rooms in Hall E or at Bistro HIMSS. Visit www.bistrohimss.com to purchase meal tickets or to reserve a table for a lively discussion with your peers.

Strengthening Connections

HIMSS11 is one of the largest conferences for HIT and is a great opportunity to make career connections and form links with peers who may just hold the key to overcoming challenges your company or facility face.

From the opening reception to the awards banquet, take advantage of catching up with old friends and making new ones. Have a Twitter account? Search for tweets tagged with #HIMSS11 for what your fellow attendees are doing.

Don't miss the Wednesday night party at Universal Islands of Adventure. From 7:30-10 p.m., the Wizarding World of Harry Potter will be open only to HIMSS11 attendees. Make sure you pick up a ticket.

HIMSS chapters are hosting receptions and luncheons throughout the conference. Check your program guide for when your local chapter is meeting.

ATTRACTIONS
Almost everyone thinks Walt Disney World or Universal Studios when they think of Orlando. The region's other attractions are often overlooked. Check out some of these museums and sites while you're at HIMSS.

Orlando Museum of Art

Over 30 years, the Orlando Museum of Art has amassed a wide range of contemporary art. The museum celebrates its collection with an exhibition that examines process and materials. While visiting the museum, located about 15 miles from the convention center, be sure to view the museum's collections African art and American art created before 1945.

Orange County Regional History Center

Starting in the Orange County courthouse in 1942, the history center has grown to encompass exhibits covering 12,000 years of Central Florida history. The museum is an Affiliate of the Smithsonian Institution. The permanent collections range from pre-European Florida to the courtroom where it's rumored Ted Bundy was arraigned.

Wonderworks

An upside down building? What? Believe your eyes. This "amusement park for the mind" is in a building apparently turned on its roof. Catch a magic and comedy dinner show. Measure your ability to relax with a bio feedback game. Enjoy flight and earthquake simulations, or challenge yourself with a three-story indoor rope course.

Kennedy Space Center

About an hour from Orlando, the Kennedy Space Center celebrates the 40th anniversary of Apollo 13 in 2010. Tour the rocket garden and get an inside look at the history of space exploration. Even if you can't make it to the space center, keep your eyes on the skies on Feb. 24. Space shuttle Discovery is scheduled to launch at 4:30 p.m.

Photos courtesy of Kennedy Space Center Visitor Complex

Golf

The Orlando area offers 176 golf courses and resorts. Courses designed by Rees Jones, Jack Nicklaus, Arnold Palmer, Greg Norman and others will meet the needs of every level of play. The International Association of Golf Tour Operators voted Orlando the 2010 North American Gold Destination of the Year.

Image courtesy Orlando/Orange County Convention & Visitor's Bureau

EVENTS

There's lots going on in Orlando during HIMSS. Don't miss the opportunity to enjoy the arts or take in a local sports team. Ask your concierge for assistance with tickets or questions about these and other exciting events in Orlando.

Wicked

Orlando may be over 1,000 miles from Broadway, but the Carr Performing Arts Centre hosts Broadway Across America touring productions. *Wicked* opens during HIMSS. The musical tells the story of what happened before Dorothy Gale arrived in Oz. Just how did the Wicked Witch of the West become so wicked? Performance start Feb. 23.

SAK Comedy Lab

Comedian Wayne Brady began his improv career in Orlando with the SAK Comedy Lab. Voted 2010's best theater troupe in Orlando by the *Orlando Weekly,* SAK brings the funny Tuesday through Saturday at its new downtown location.

Orlando Magic

Two-time defending Defensive Player of the Year Dwight Howard has led the Orlando Magic in its winning 2010-2011 season. The team takes on the Sacramento Kings Wednesday, Feb. 23 at 7 p.m. Extending your stay in Orlando? Catch the game against the Oklahoma City Thunder on Friday.

Orlando Shakespeare Festival

The Orlando Shakespeare Festival in Partnership with UCF will present *A Midsummer Night's Dream, Pride and Prejudice* and *Beowulf* during HIMSS. The plays are performed in downtown Orlando in Loch Haven Cultural Park.

RESTAURANTS

Discerning diners may be surprised at the variety and quality of Orlando restaurants. Take advantage of local restaurateurs who offer everything from upscale, luxury restaurants to gastropubs.

Bull & Bear Steakhouse

Housed in the Waldorf Astoria Orlando, the Bull & Bear Steakhouse is one of the luxury steakhouses in the area. Enjoy the club-like setting as you savor the restaurant's signature tomahawk steak or bone-in filet. And don't miss the Oysters Waldorf. (14200 Bonnet Creek Resort Ln.; 407-597-5410)

Ocean Prime

Steak and seafood lovers in your party? Make everyone happy at Ocean Prime, a modern American supper club. Try wines by the glass or the Kobe sliders during the restaurant's Prime Hour 4-7 p.m. The white truffle caviar deviled eggs will be a perfect start to your dinner of fresh fish, seafood and prime beef. (7339 W. Sand Lake Rd.; 407-781-4880)

Villa de Flora

Depending on the day you dine at Villa de Flora, you'll find food from Italy, France, Spain or Greece. The buffet's menu changes daily to present cuisine from around the Mediterranean. Season your meal how you like by snipping herbs from plants growing at your table. The restaurant is located inside the Gaylord Palms hotel. (6000 W. Osecola Pkwy., Kissimmee; (407-586-2000)

Funky Monkey Wine Company

If you're looking for a strong wine selection, Funky Momkey Wine Company has over 120 bottles for your oenophilic pleasure. The dinner menu at the two locations changes regularly, but has featured avocado stuffed with Ahi Tuna, pork osso bucco and a selection of fish. The restaurants also feature hand rolled sushi to order. Try the fire monkey or sea monkey rolls. (912 N. Mills Ave.; 407-427-1447. Pointe Orlando 9101 International Dr.; 407-418-9463)

The Ravenous Pig

Presenting itself as an American gastropub, The Ravenous Pig was created by Orlando natives who trained at the Culinary Institute of America. House-made soft pretzels and pasta may catch your interest. Or you may be drawn in by the steak frites. Leave room for pig tails, cinnamon-sugar fritters served with a chocolate espresso sauce. (1234 N. Orange Ave.; 407-628-2333)

B-Line

The Peabody Hotel and its famous ducks are located across the street from the convention center. Jump start your day at HIMSS with eggs benedict or peanut butter banana French toast from the B-Line Diner. After sessions, stop by for mini sloppy joes, a Rueben or pot roast. (9801 International Dr.; 407-352-4000)

Images courtesy Orlando Shakespeare Festival in Partnership with UCF; Orlando Magic; Bonnet Creek Orlando; Peabody Orlando

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