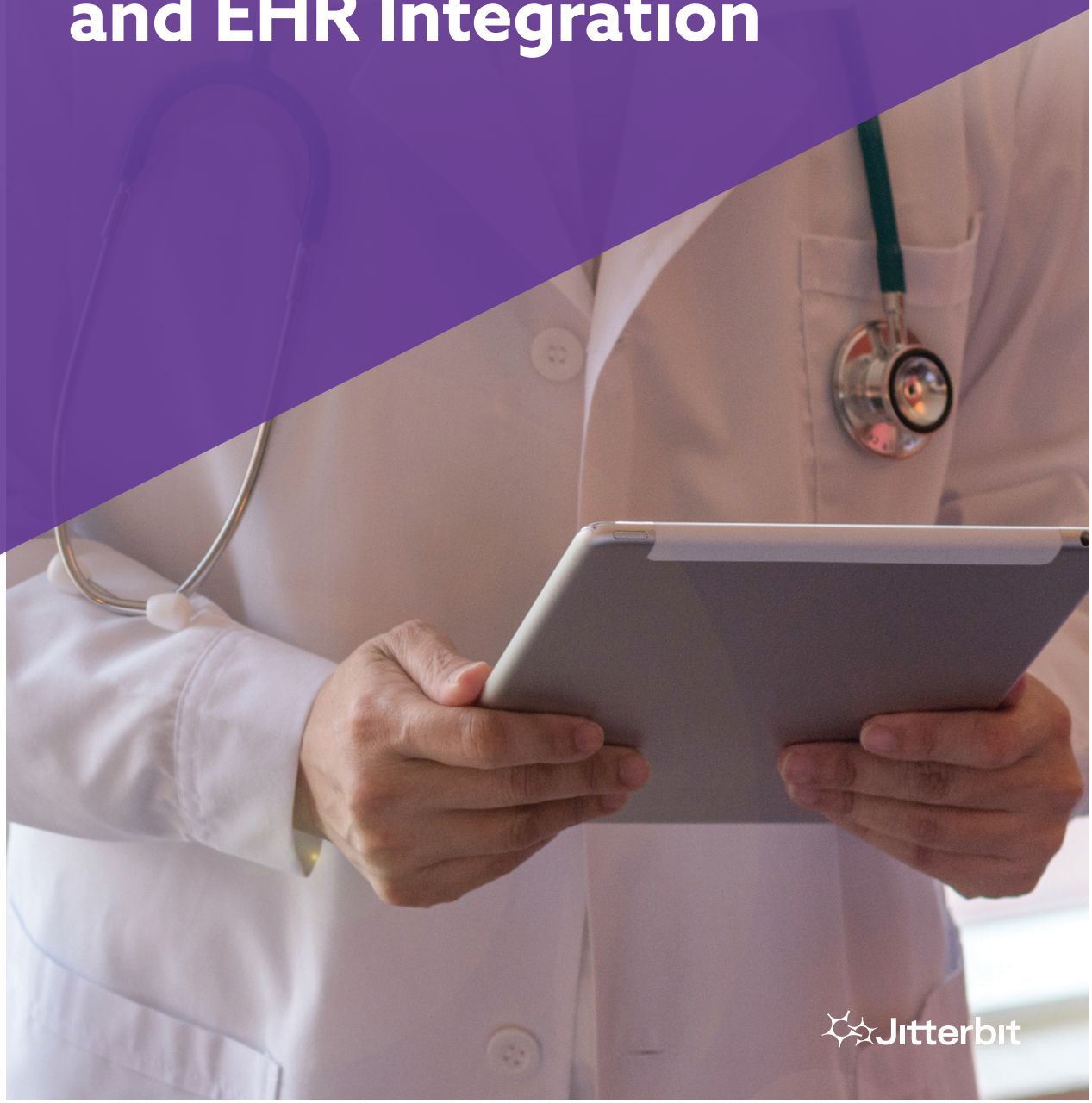
A HEALTHCARE WHITEPAPER

TRANSFORMING PATIENT CARE WITH

Salesforce Health Cloud and EHR Integration



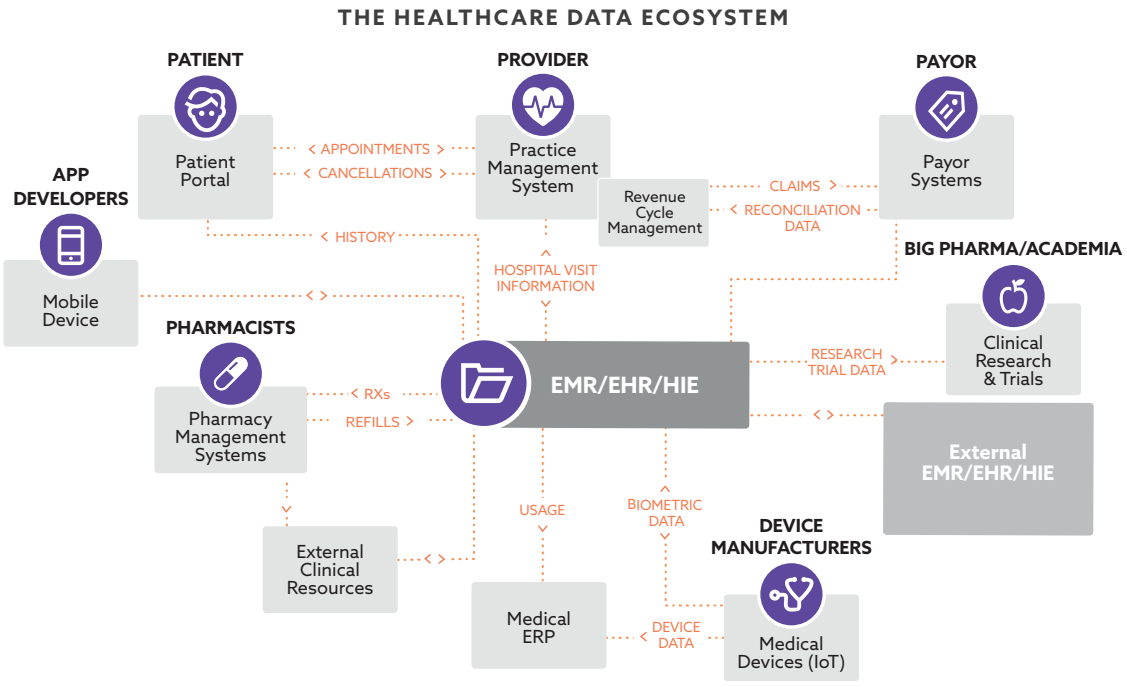
Jitterbit

Introduction

The healthcare landscape is undergoing a paradigm shift toward a much greater quality of care delivery. Although better patient care is the driving force behind modernizing many systems and processes, there are plenty of other reasons—such as compliance, getting more value out of existing technology investments and streamlining workflows—to assess how things work now, especially when it comes to electronic health record (EHR) integration.

Salesforce Health Cloud is leading this modernization charge by giving healthcare organizations a complete view of patients in one location with rich, contextual data for everything from current conditions to medications. It enables a focus on the entire patient history, not just a visit-by-visit experience.

When Health Cloud is integrated with your EHR and other healthcare systems, you gain a holistic view of the patient and can put the right data in front of the right people at the right time. A modern integration-platform-as-a-service (iPaaS) allows critical data to flow quickly, easily and securely.



Let's look at the benefits of taking a modern integration approach for some of healthcare's most critical initiatives.

Drive Superior Outcomes Through a Single View of Patients

A single view of patients is the holy grail of EHR integration, because with one place to view, analyze and collaborate on data, healthcare teams can drive superior patient outcomes. But according to Health 2.0, of those surveyed for their EMR API report, 30 percent haven't even attempted integration, mostly because it's too costly or too difficult. Yet, 90 percent of those said that patients would benefit and crucial functionalities, such as messaging, scheduling and notifications, could be added through EHR integration.

Healthcare teams need to access this single view in a single system—which is why Health Cloud was developed—but it's only a true single view if data from multiple systems, channels, departments, governments, etc. is seamlessly tied together.

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Custom-coded connections that aren't scalable or repeatable is the main reason why integration is perceived as difficult and expensive. Using point-to-point integration tools can be slow, overly complicated and won't always address every integration need. Neither these tools nor custom code will easily produce a single view to tie together.

However, with an iPaaS for integration and APIs that can quickly and easily connect all the necessary data for 360-degree view of patients—including health history and care plans—professional care teams can collaborate on treatment, engage with patients on a deeper level and better manage patient relationships to improve patient outcomes.

With an enterprise-level iPaaS and a centralized hub for data, such as Health Cloud, interoperability among all apps and legacy systems ensures that data can be shared with any system and any person necessary.

This modern approach also makes it easier and faster to build or adopt new apps, because they won't languish in obscurity when nobody can use the data; they will be easily and quickly connected to EHR and other apps so they can create immediate value.

Enhance the Patient Experience with a Fully Connected Health Cloud

While having a single view of patients is important for healthcare professionals, consider how much better that view could be if patients could decide when and how to contribute their own data. A connected Health Cloud does just this. Data collected from patients can improve care and give patients control of their profile, ability to handle appointments and direct access to care givers. It would dramatically enhance the patient experience.

Most healthcare organizations have to overcome two obstacles when it comes to creating a connected Health Cloud: legacy systems can be difficult to connect to and most new apps are not designed to work together. Slow or no data integration can cause inaccurate decision making, decreased patient satisfaction and major inefficiencies.

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The old approach to integration doesn't give the data a secure, but fully collaborative hub to live. Often the custom code created for integrations connects bad or incomplete data or simply doesn't work.

With a modern integration approach where Health Cloud is the portal for both care teams and patients, all relevant notes—from the physical therapist to nurses to patients—can be seen and used to make better decisions and improve care outcomes. A modern iPaaS enables a fully connected Health Cloud.

Streamline Workflows to Boost Staff Effectiveness and Satisfaction

Often, there's a lack of understanding of EHR systems; how to access them, how data is stored, how to map to the system of engagement, etc. The lack of understanding can cause inefficiencies and lots of wasted time and resources.

Even when thoroughly understood, EHR integration can have complicated workflows and manual processes, as well as require data extraction for analysis outside of the EHR and API management for back-office integrations.

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Custom-coded integrations make a complex problem even more complicated. As application and software vendors change their architecture and/or design patterns, custom coded connections need constant monitoring and adjusting to keep up with the changes.

While point-to-point connections or integration solutions that specialize in one use case, like Salesforce to EHR only, might seem to positively affect workflow and process at first, they won't scale to address future workflows and processes.

An iPaaS automates manual processes, reduces complexity and drives down costs by offering pre-built templates and having the flexibility to handle any future integration needs.

Minimize Risk by Ensuring Data Governance and Compliance

Healthcare interoperability is the future of the industry. For instance, President Obama signed into law the 21st Century Cures Act, which includes expectations to share more information and deter information blocking.

Besides it being cumbersome to manage all the different systems and data, interoperability comes with its own often very complicated and ever-changing set of compliance issues.

There's no avoiding the regulation challenge, so you need an integration approach that addresses compliance, governance and security concerns.

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Custom-coded connections need to be updated regularly for government compliance and are hard to audit even when put into place. The risk created by custom coding is especially acute if you are "accused" of a HIPAA violation, say a data breach. If you can't specifically say who has access to the data that was breached, then you are fined under the assumption that everyone can see it.

Security concerns of protected health information (PHI) involved in EHR integration can also stall an integration project.

A modern iPaaS that uses standards-based integrations and doesn't even pass the data, minimizes the risk and hesitation involved in integration projects and can easily ensure that you're meeting regulatory requirements, even as they change.

What you Need for a Successful Connected Health Cloud

To take advantage of a modern approach, you will need the following:

- ✔ A single iPaaS platform for APIs and integration supporting EHR, legacy and cloud systems.
- ✔ Ability to handle complex processes spanning multiple systems, such as HR/EMR, scheduling, laboratory and pharmacy information systems, on a single platform.
- ✔ Ability to move data securely to support HIPAA compliance and protect sensitive PHI data.
- ✔ Ability to access and transform healthcare formats and protocols such as HL7, MLLP, X12, EDI, FHIR, CCDA, JDBC, WebServices and files.
- ✔ Support for real-time, scheduled, asynchronous and bi-directional data flows.
- ✔ Support for data governance requirements including read-only and read/write permissions, rules and workflows.
- ✔ Access to reuseable templates, best practices and expertise for common Salesforce Health Cloud and EHR integrations.
- ✔ Ability to create, publish and consume secure APIs from any system to partners, care teams and third-party medical devices and wearables.
- ✔ Support for all integration patterns, including security integration, user interface integration (composite apps), business integration (end-to-end business processes), data integration (moving data) and APIs.

Conclusion

Coupled with Health Cloud, Jitterbit Health—a multi-tenant, born-in-the-cloud platform for API and application integration—is the modern approach to EHR integration.

By providing enterprise-level data consumption and analysis across the front-office, back-office solutions and data lakes, Jitterbit enables the healthcare industry to leverage the $30B investment made in the digitization of data.

The Jitterbit Health data model is a purpose-built canonical model that standard–izes how patient demographics and interactions are represented to other systems. No matter which EHR or PMS system is in use, Jitterbit maps and transforms this information into a standard format that can be easily reused. If changes or updates are made to apps, access to PHI data doesn't change, neither does the format—ensuring business as usual.

Plus, Jitterbit Health APIs enable real-time access to the healthcare data model for providers and their trading partners and supports standard, proprietary and evolving API protocols.

The Jitterbit Health team is dedicated to providing a solution that withstands the traditional struggles of data integration while empowering organizations with a sustainable and dependable integration strategy.

JITTERBIT HEALTH

Jitterbit Health is designed to address specific healthcare integration needs. **Contact an EHR integration expert today** to learn more about:

- ✔ Rapid population of healthcare data lakes for analytics, AI and deep learning.
- ✔ Pre-built connectivity to popular EHR systems including Epic, Varian, AllScripts, MOSAIQ and more.
- ✔ Native connectivity to Salesforce Health Cloud API.
- ✔ A dedicated healthcare team with over 20 years of accumulated experience.
- ✔ Partnership and co-development of solutions with the Salesforce Healthcare team.
- ✔ Proven success with multiple healthcare customers.
- ✔ Platform compliance with common healthcare requirements, including HIPAA, Medicare, CDC, NAACR, etc.
- ✔ Integrating with standards, such as HL7, MLLP, X12, EDI, FHIR, CCDA, JDBC, SOAP, REST, ODBC, FILE

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