The Arrival of Intelligent Encounter Management:

Integrating AI-enabled Risk Analytics with Submissions

Presented By:

Jay Baker, *AVP, Product Management* – **Edifecs**

Dave Foster, *Senior Architect* – **Edifecs**

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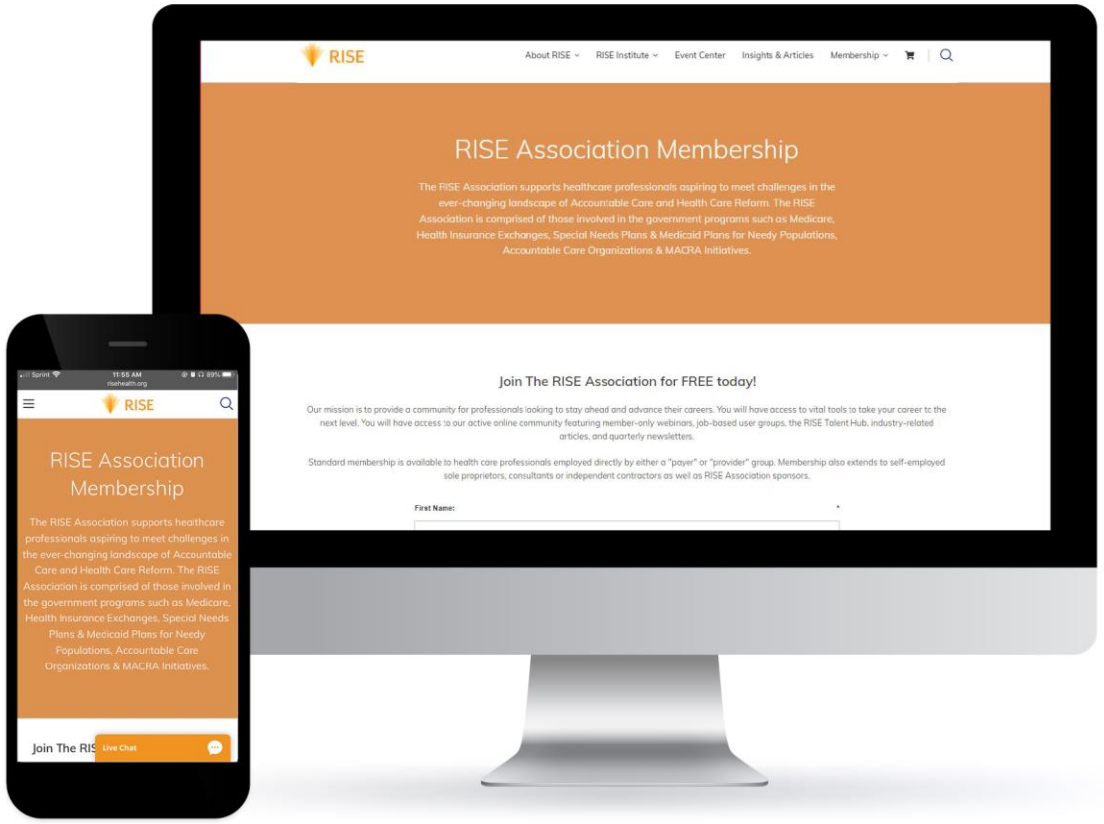

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Agenda

1

What is Intelligent Encounter Management?

- The details and problem statements
- What can it solve for?

2

Practical Applications of AI/ML-enabled Risk Adjustment Analytics

- What's in the way?
- What's the value in solving the challenges?

3

The Arrival of Intelligent Encounter Management

- Overcoming roadblocks
- How to enable
- Current state & analysis

4

Recap and Q&A

What is Intelligent Encounter Management?

- The details and problem statements
- What can it solve for?

Encounter Operations – Typical Characteristics

Encounter operations are predictable

Errors and omissions

Manual work drives operational costs

Scaling with warm bodies is risky

What it isn’t…and what it is

Isn’t	Is
Work queues for managing manual tasks (task management)	Identifying and correcting errors as part of the system process
Identifying errors and omissions without a solution to correct	Scaling the workflow to meet spikes in processing and deadlines
	Making humans do human work and not operate as robots

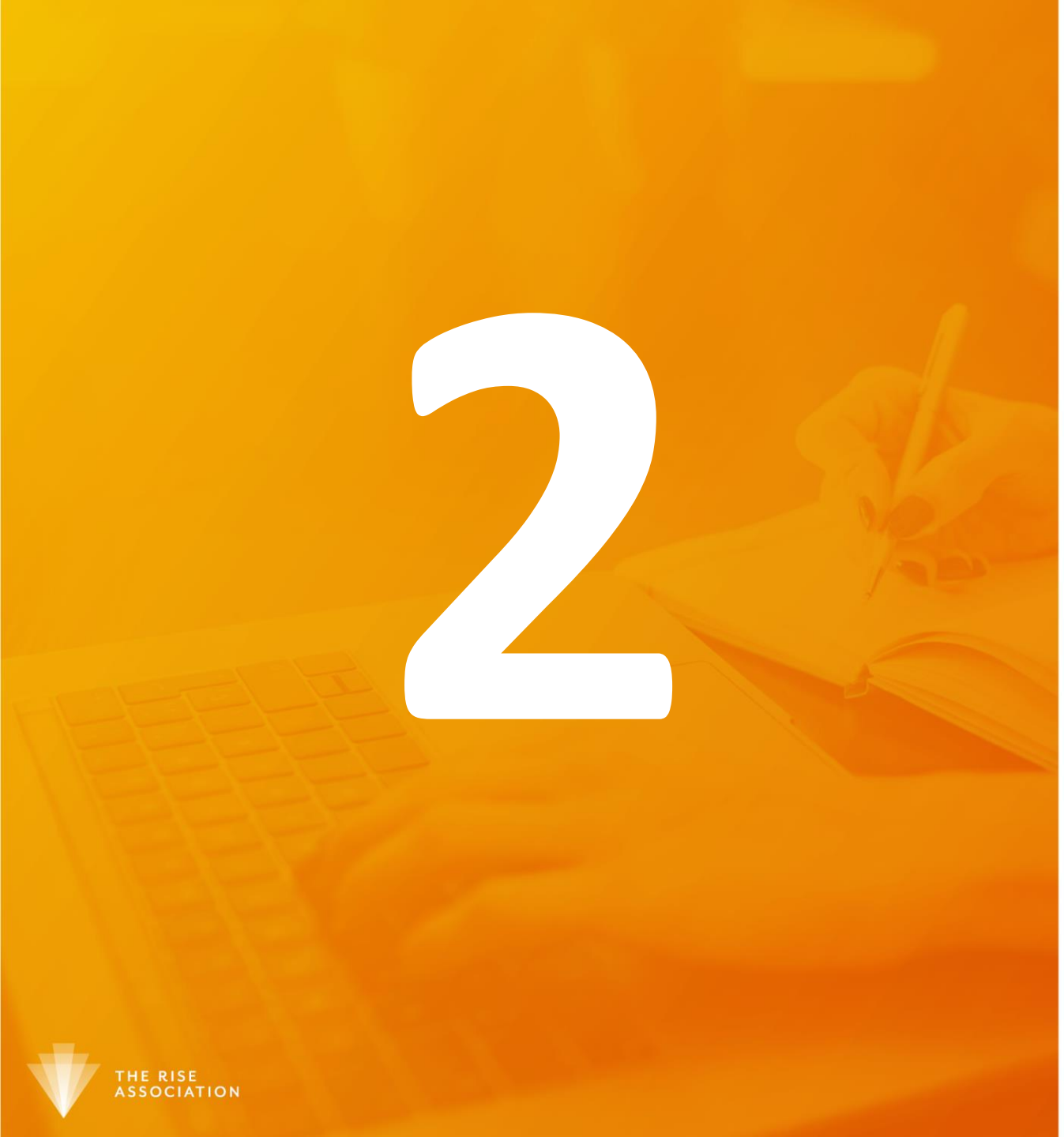
Innovative Market Trends

Cloud Computing (SaaS)	AI and Machine Learning	Robotic Process Automation (RPA)	Interoperability (FHIR)
			
• 85% of enterprise organizations will be using cloud services for business critical functions – Gartner • Driving the shift from analog and physical assets to digital assets	• ML mimics the human brains' ability to review information and make recommendations • 40% of firms expect to increase investment in AI/ML in 2021	• Automates manual operational processes that are repetitive, mundane and prone to error • 69% of data processing and 64% of data collection operations can potentially be automated	• Loosely couple payers, providers and systems using a standard semantic data interface • Government mandated to implement…market requirement

Poll Question 1

Where is your Encounter Operations on their Emerging Technology Journey?

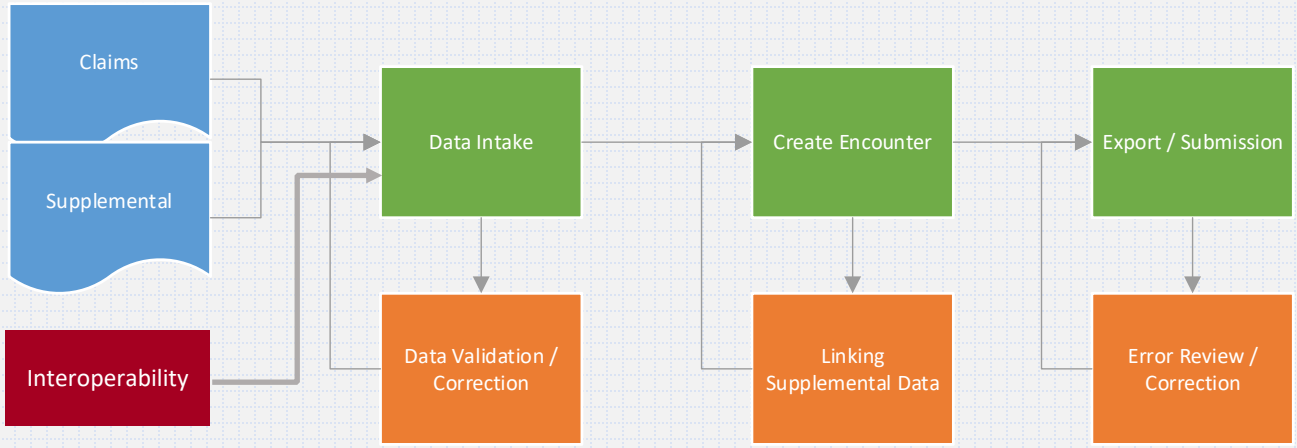
1. We have a plan to implement Cloud, ML, RPA and FHIR solutions in 2021
2. We are implementing Cloud, ML, RPA and FHIR solutions in 2021
3. We are already realizing the benefits of Cloud, ML, RPA and FHIR solutions in 2021
4. These solutions are not on our current roadmap



Practical Applications

- What's in the way?
- What's the value in solving the challenges?

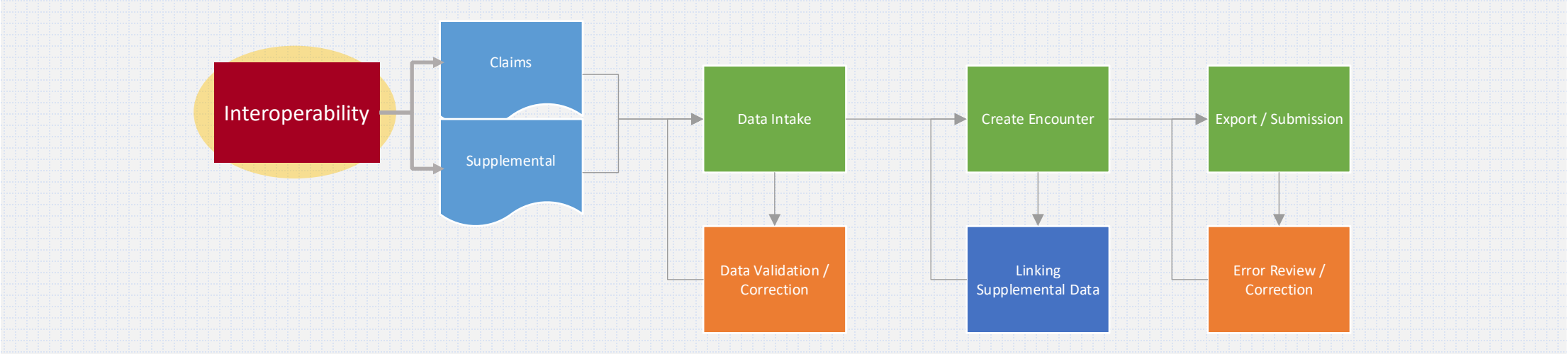
Standard Encounter Workflow



- Systems are used to extract, validate and translate data in the workflow (green)
- Process exceptions are considered manual activities (orange)
- Systems are used to identify, track and queue manual tasks and activities

- Large increase in labor is required to scale encounter workflows during peak times
- Repetitive labor activities are prone to error and create human robots

Intelligent Encounters – Interoperability



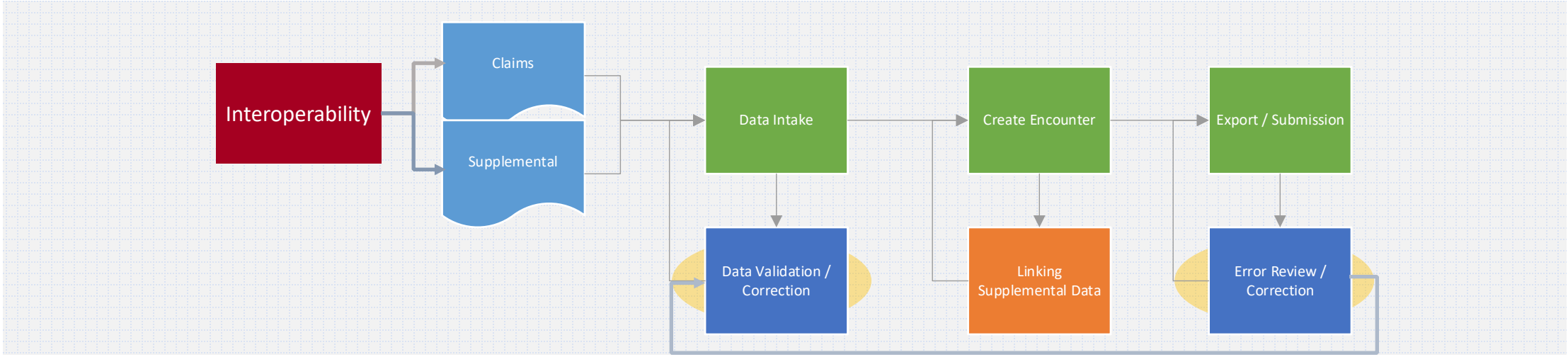
Intelligent Solution:
Interoperability – FHIR – Semantic Data Exchange

- Standardize data exchange between payers and providers
- Expand source data to EMR and other clinical data sources

Impact:

- Reduction in cost to implement data integration between systems and stakeholders
- Decrease the time to transfer data and submit to government systems

Intelligent Encounters – Error Correction



Intelligent Solution:

Robotic Process Automation

RPA will automatically prioritize error correction from internal and external editors to maximize the business impact

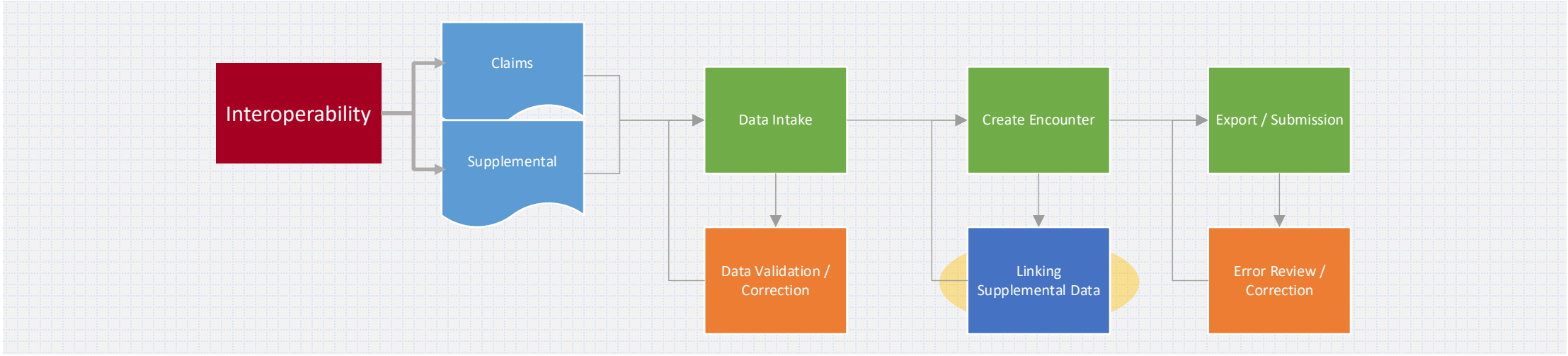
Machine Learning

ML models are able to recognize the error and make corrections with no human interaction

Impact:

- Reduction of Manual data error correction and clean up by 90%
- Reduce labor requirements to scale by 80% and reduce time to scale during peak times
- Submission operations can operate at scale 24/7 with minimal labor support
- Significant reduction in errors introduced by manual processes

Intelligent Encounters – Data Linking



Intelligent Solution: Machine Learning

- ML models use Deep Neural Networks to identify claims that are likely to represent the office visit in a medical record and make the connection
- Supplemental Data that has no relevant claim or has a very low relationship will be queued for manual review, Pend for future linking or submit unlinked based on configurable rules.

Impact:

- Manual reduction of data linking by 70%
- Increase supplemental data linking accuracy by 55% compared to manual processes

Intelligent Encounters: Risks and Challenges

Cloud Computing

- Security, access
- Increased complexity skill requirements

RPA

- Focus on business process improvement – not reducing head count
- Consider expert advisors vs. DIY
- Realistic phased implementations

FHIR

- Data conversion to use FHIR standards
- Integrating legacy & new solutions to use FHIR infrastructure
- Develop FHIR expertise

Machine Learning

- Unintentional bias in ML training data – transparency
- ML development life cycle

Poll Question 2

Which operational area requires the largest allocation of resources in your organization?

1. Claims and supplemental data intake
2. Encounter creation
3. Encounter correction
4. Encounter submission/reconciliation

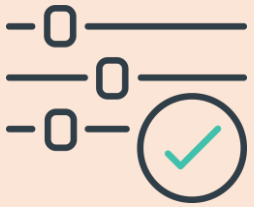
The Arrival of Intelligent Encounter Management

- Overcoming roadblocks
- How to enable
- Current state & analysis

Intelligent Encounter Management Use Case Overview

Interoperability

Quality Data at the Edge

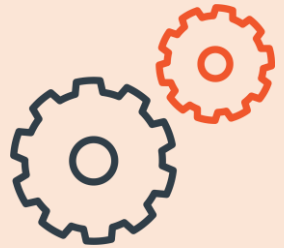


Learning

Data Validation and Correction

Accuracy

Linking Supplemental Data



Automation

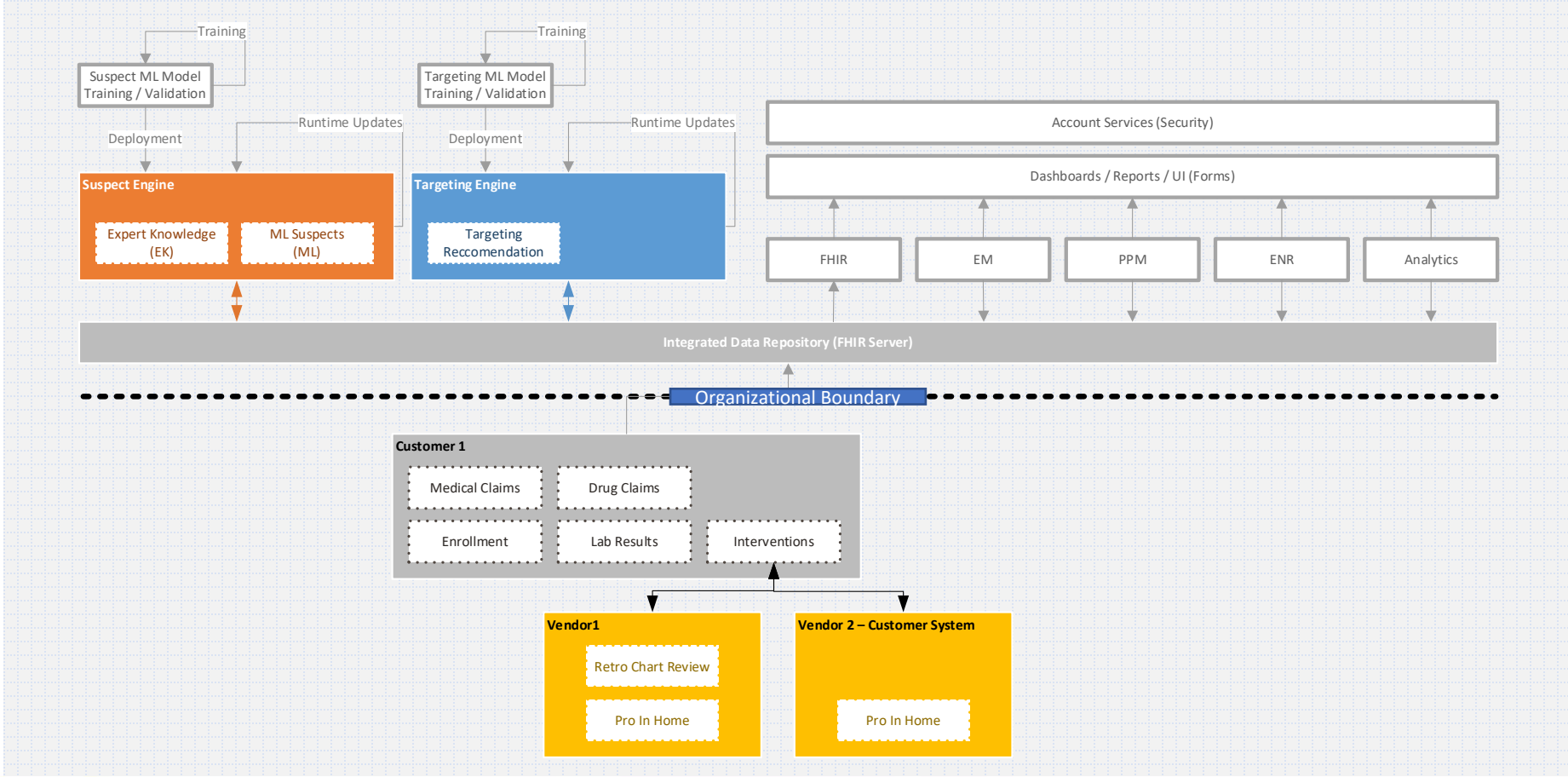
Exception Correction and Prioritization

Interoperability meets Analytics

FHIR server is used to loosely couple applications, databases and systems

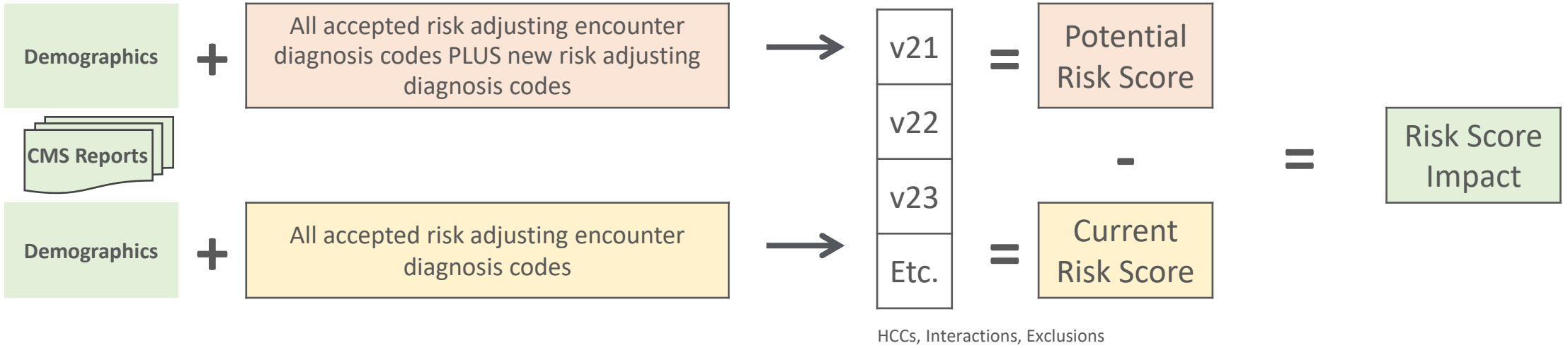
Leverage the variety, volume and velocity of Information

Simplify the exchange of healthcare information



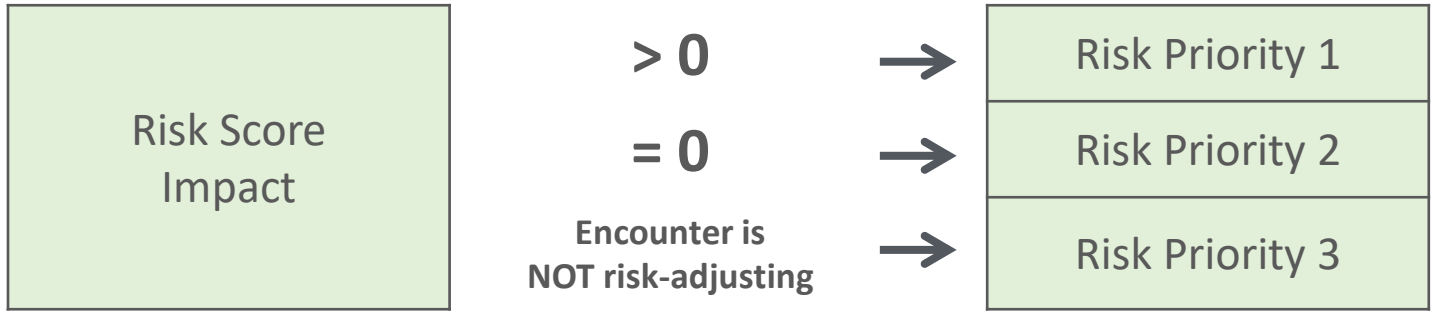
Risk-based Exception Prioritization

Worklist prioritization driven by direct impact on revenue



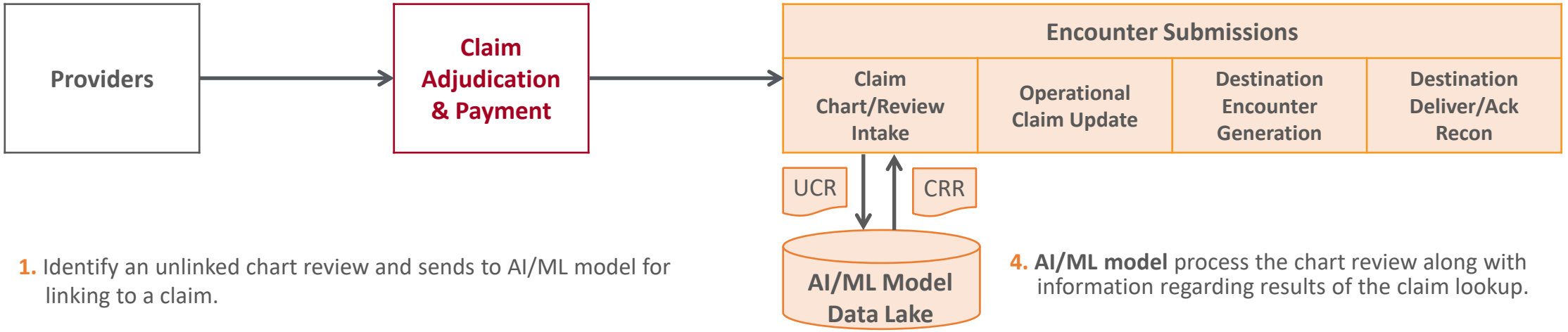
Potential risk score, risk score impact and risk priority are assigned to ALL encounters.

Risk prioritization can be periodically updated to reflect recent activity impacting encounters that have been sitting on the worklist.



Machine Learning linking of supplemental data to existing claims

Reduce or eliminate Chart Review Updates Unliked to Claims



1. Identify an unlinked chart review and sends to AI/ML model for linking to a claim.

2. **AI/ML model** retrieves a list of claim candidates from the EM Datamart for that member, date of service year, and claim type.

3. The candidate claims along with the chart review are run through an **AI/ML model** that evaluates associations between the providers, dates, etc. and assigns a probability % of each claim as occurring within the same episode of care as the chart review.

   Configurable thresholds are used to control whether a claim is automatically linked or reported out for manual review and linking to the chart review.

4. **AI/ML model** process the chart review along with information regarding results of the claim lookup.

5. If a claim is not automatically linked, encounter submissions will either deliver to the destination as unlinked or halt it for manual review and potential resubmission with a link to one of the returned potential claim links.

Solution Goal: Encounter Submission Success

Provide transparent access to encounter lifecycle information history and status to support intelligent decision makers:

- IT Operations
- Business Analysts
- Finance Teams

Leverage data to make Intelligent Decisions

Identify and address operational gaps in submissions

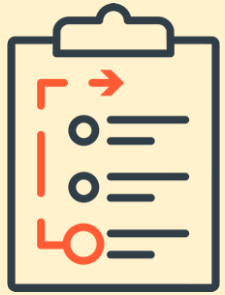
Understand impact of submission gaps on payments

Prioritize exception workflow tasks with greatest impact

Use Intelligence to improve submission success

4-Point Checklist of Intelligent Encounter Management

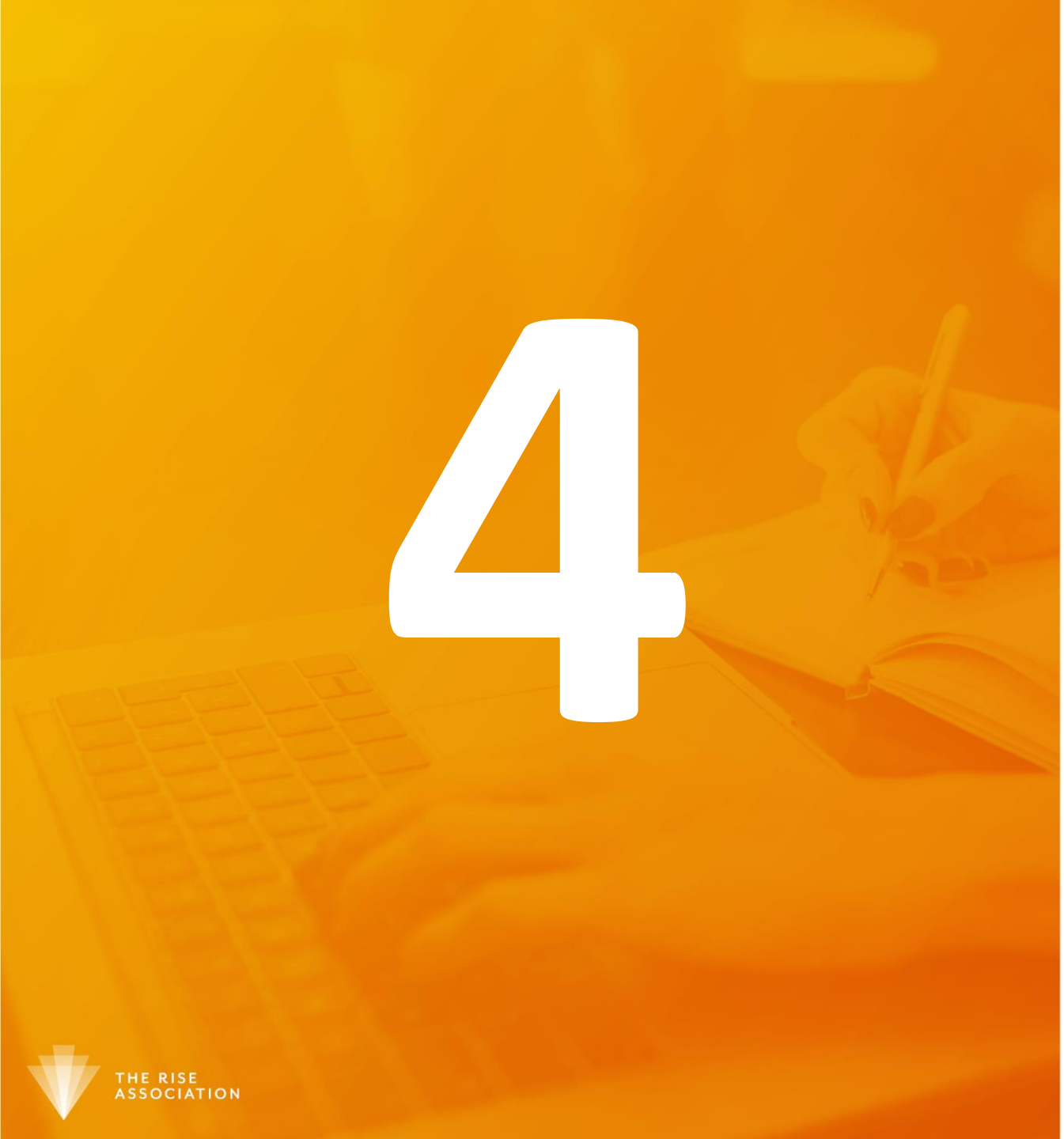
Improve submission compliance, accuracy, reasonableness and timeliness



ML-based correction/ enrichment of data to ensure high acceptance rates

Integrate SaaS-based encounter submissions with AI-enabled analytics

Insight into encounter records



Recap and Q&A

THE RISE ASSOCIATION

Innovators in Encounter Processing

Encounter Management Solution Profile

Serving more than **60 Million lives** through our 43+ encounter customers

Substantial Submission Footprint

1.4B encounter submissions annually across Medicare Advantage, Managed Medicaid and the Marketplace

Scalability & Performance

Supports clients as large as 7.2M members; Single instance supports over 24 LOB's; process up to 4M encounter submissions per week

Submission Accuracy

Achieved very high submission compliance and protect revenue accuracy for our customers

Market Leader

Overall, ~32% of encounters submitted to CMS are generated by our system

Key Differentiators

CMS/ACA/State OOTB modular approach

Prioritized exception workflows

Intuitive operational dashboards

Impactful data visibility

THANK YOU