CASE STUDY - IRIS BIOMETRICS FOR PATIENT IDENTIFICATION

Increasing patient safety, eliminating duplicates,and preventing fraud and ID theft at Martin Health

Background: Martin Health System was founded in 1939 with an original hospital that had 23 beds, three physicians, and 10 employees. The three founding physicians, Drs. Julian D. Parker, Van William Burns, and Walter F. Davey, saw an average of eight patients a day. The hospital was founded on the principles that patients should have access to medical treatment regardless of ability to pay, and treatment would be given to all people, regardless of race.

Martin Health System comprises three hospitals, one MediCenter, a free-standing emergency center and numerous centers and clinics. They are dedicated to providing exceptional health care, hope, and compassion to the citizens of Florida's Treasure Coast region (which encompasses Stuart, Jensen Beach, Hobe Sound, Palm City, and Port St. Lucie).

Challenge: Martin Health faces many of the same patient identification challenges that are common to hospitals across the country. Duplicate medical records, overlays, patient fraud, medical identity theft, and "dirty data" continue to be areas of concern due to their negative impact on patient safety and hospital liabilities.

Martin Health's challenge was to adopt a comprehensive patient identity management platform with the ubiquity for 100% accurate patient identification in the Emergency and Admissions Departments and the potential for future deployment at each and every patient touchpoint across the care continuum. They also sought to implement a patient identity management platform that did not require physical contact with a hardware device to help maintain a safe, hygienic environment for patients and support hospital infection control policies.

Martin Health also wanted to invest in a patient identity management platform that would ensure clean health record data for every patient and the confidence of knowing that patient data is clean and accurate for their safety and in advance of participating in regional and national Health Information Exchanges (HIEs). Martin Health's challenge was to identify a flexible patient identity management technology that would create a

Location: Stuart, FL
Number of beds: 434
Biometric Modality: Iris
Electronic Medical Record (EHR) System: Epic

unique identifier linked to a patient's medical record to eliminate duplicate medical records, overlays, medical ID theft, and patient fraud. The solution must be:

- Easy for staff to use
- Hygienic, requiring no contact from patients
- Non-invasive for patient acceptance
- Require minimal internal resources to implement
- Seamlessly interface with their EPIC electronic health record (EHR) system
- Provide fast and accurate results
- Easily be scaled to use across a health information exchange (HIE) or integrated delivery network (IDN) ensuring a clean MPI
- Able to identify unconscious patients or trauma patients bedside with a mobile device

Solution: Martin Health conducted extensive research on multiple patient identity management solutions (including contact versus non-contact systems) and after comprehensive due diligence including a detailed review of the back end search capabilities to prevent duplicate medical records, medical ID theft, and fraud at the point of service, selected the RightPatient® patient identity management and patient engagement platform using iris recognition biometric identification. Martin Health was pleased that RightPatient® quickly assimilated with their EPIC electronic health record (EHR) system requiring very little dedicated full time equivalents (FTE) from IT staff, drastically lowering the support burden for deployment.

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Martin Health immediately recognized that RightPatient® directly addressed the problem of how duplicate medical records and patient fraud negatively impact patient safety and the use of biometric identification technology to more accurately identify patients and achieving and maintaining a 100% clean master patient index (MPI) was now attainable.

Martin Health implemented RightPatient® in their Emergency Departments with plans to expand the deployment to Inpatient and Outpatient Admissions, eventually covering each and every patient touchpoint where accurate identification is warranted, including patient portals, mobile devices, home healthcare, and more. The deployment covers each of their three hospitals now allowing staff to easily access a patient's EHR through iris recognition, regardless of where the patient travels throughout their network.

Benefits: Martin Health project administrators were happy to see immediate and widespread patient acceptance of the RightPatient® system as an important tool to protect safety by assuring that no duplicate medical records or overlays would be created and no one would be able to claim another patient's identity to illegally obtain medical care. Since they made the decision to implement RightPatient® iris patient identification, Martin Health has been pleased with the performance and usability of the platform and the immediate dividends the deployment has offered including:

- The ability to prevent all duplicate and overlay medical records at the time of enrollment resulting in a 12% decline during the first year of deployment
- No patient contact with an iris camera rendering a much more hygienic solution in a hospital environment
- Huge reductions in medical ID theft and fraud, with close to a dozen cases prevented at each of their respective locations including one case of Medicaid identity fraud
- The ability to display a patient's digital photo during enrollment, check-in, and at every patient care touch point for multi-factor authentication

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- A seamless interface with their existing EPIC EHR, requiring minimal internal IT full time equivalents (FTEs) - system was up and running in less than one week
- Positive staff acceptance, requiring less than one day of training before launch
- Over 99% patient acceptance and enrollment into the RightPatient® patient identity platform
- A mobile component that allows medical staff to identify patients bedside with any Windows-based tablet or smartphone
- Iris biometrics being independently tested and certified rendering it a standardized data format to confidently share clean data across a HIE or IDN

The implementation of RightPatient® at Martin Health has proved to be a smart choice as they continue to capitalize on the distinct advantages it offers to increase patient safety, reduce fraud and medical ID theft, and maintain a clean MPI.