



Patient Data Matching: Survey Results Are We Close to a Solution?

Agenda

1:00 -1:10 pm Welcome & Overview

1:10 – 1:25 pm Survey Results

- Jen Covich Bordenick, CEO, eHealth Initiative and Foundation

1:25 – 1:45 pm Insights from the Industry

- Moderator: Mark LaRow, CEO, Verato
- W. Ed Hammond, PhD, Director, Duke Center for Health Informatics, Duke Translational Medicine Institute, at Duke University
- David Kates, Chief Technical Officer, Manifest Medex

1:45 – 2:00 pm Q&A and Closing Remarks



Our Work



Expert Roundtables
Education Programs
Webinars, Workshops
Networking
Receptions
Surveys Reports



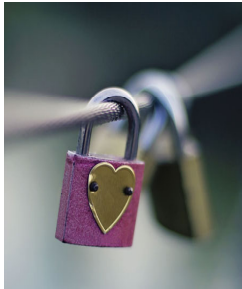
Recommendations
Privacy Policy
Comment Letters
Policy Steering Committee (PSC)
Capitol Hill Briefings
HHS, FTC, OCR, Relationships
Hill Meetings



Expert Roundtables
Advisory Boards,
Workgroups
Grants/ Partnerships
HHS, FTC, OCR,
Relationships
Surveys, Reports
Expert Faculty



Current Critical Issue Areas



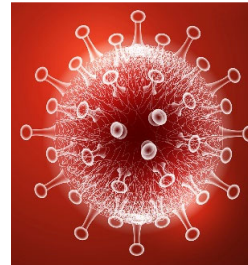
**Consumer Privacy for
Health Data**



Virtual Care



**Analytics, Social
Determinants of
Health (SDOH) &
Artificial Intelligence**



**COVID-19 Best
Practices & Education**



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eHealth Initiative Leadership



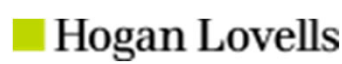
Booz | Allen | Hamilton



CRISP



EHNAC



Recent Forums & Webinars

COVID-19

- Rapidly Deployed Remote Monitoring for COVID-19
- Fitbit Talks About Population Health Initiative During COVID-19 Pandemic
- How the Pandemic Influences Consumer Health Behavior
- After the Curve Flattens: What's Next for Healthcare and COVID-19

Virtual Care & Policy

- Addressing Capacity and Cashflow with Virtual Care
- How to Grow Your Practice with Reimbursement Considerations
- COVID-19 and Beyond: Telepsychiatry Best Practices and Regulatory Priorities
- Telehealth during COVID-19: New Strategies on How Physicians are Addressing the Outbreak

Privacy

- What's Ahead in 2020 for Consumer Privacy?
- HIPAA: What's Covered and What's Not Covered?
- Changes to Privacy Policies and Regulations in the Face of the Coronavirus Pandemic - eHI Privacy and Security Webinar Series
- Key Survey Findings from the State of Patient Matching in America



Upcoming Forums & Webinars

December 10th: Government Affairs Retreat

December 16th: Expert Perspectives on Virtual Care (webinar)

January 12th: BMS/Merck: Diversity Clinical Trial (webinar)

January 26-28th: eHI Annual Member Meeting

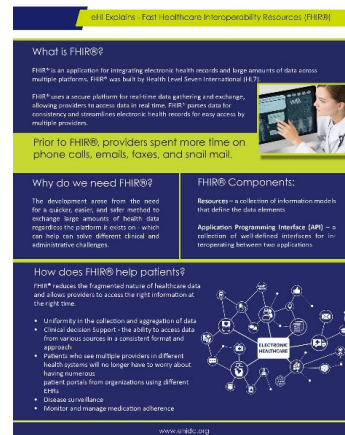
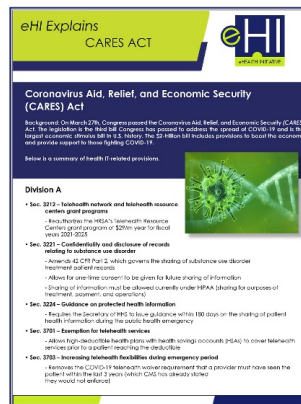
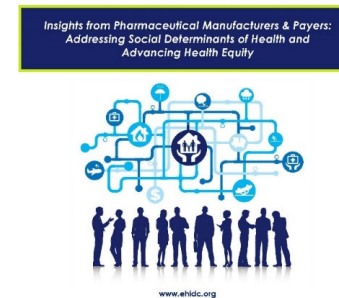
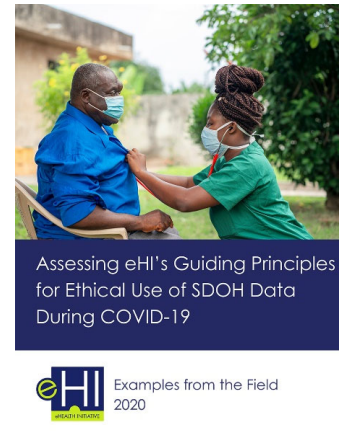
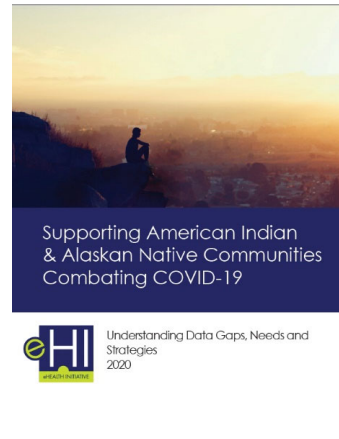
For a full list of virtual events:

<https://www.ehdc.org/events>



www.ehdc.org

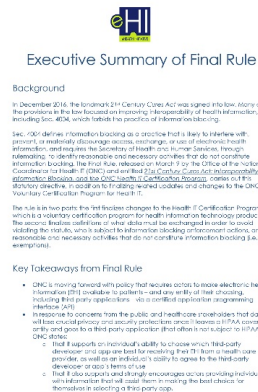
2020 Publications



Proposed Consumer Privacy Framework for Health Data

Draft for Public Feedback
August 26, 2020

DRAFT
eHealth Initiative
Center for Democracy and Technology



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Thank you to Verato for their support

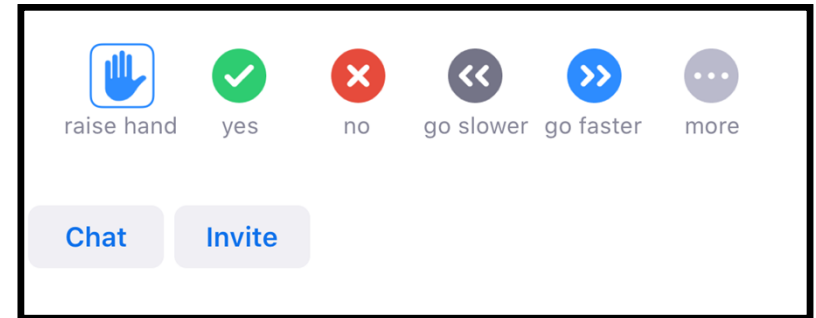
verato



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Housekeeping

- **All participants are muted**
- Use the **raise hand** feature if you have a question
- We will then unmute your line so you can ask your question directly
- Use the chat box is for *technical difficulties* and other questions / comments



Presentation slides are in the eHI resource Center
<https://www.ehidc.org/resources>

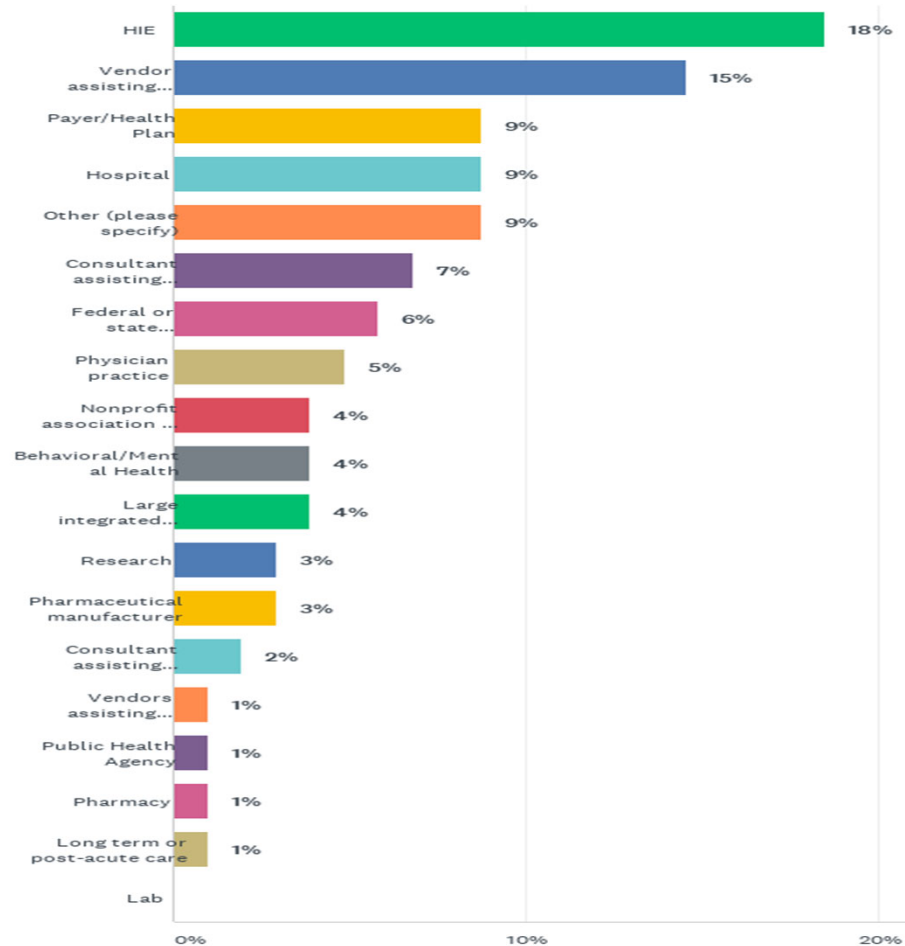




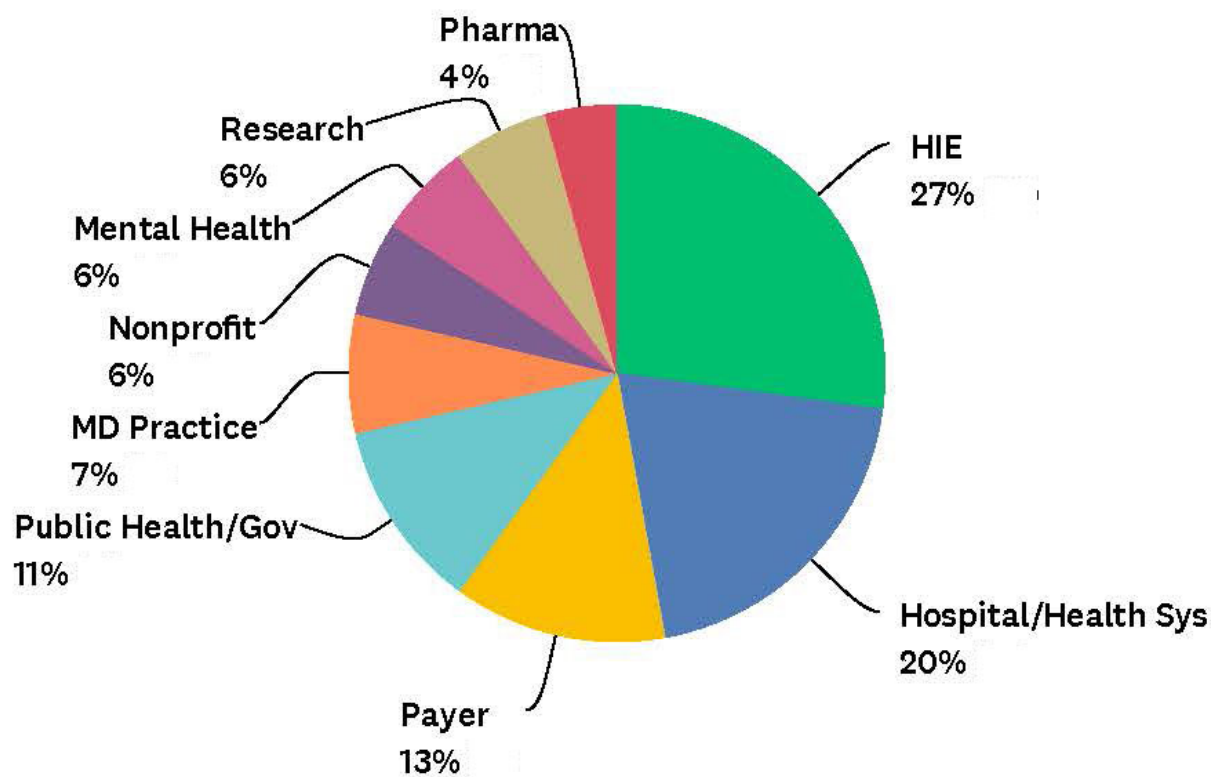
Survey Results

Methodology & Respondents

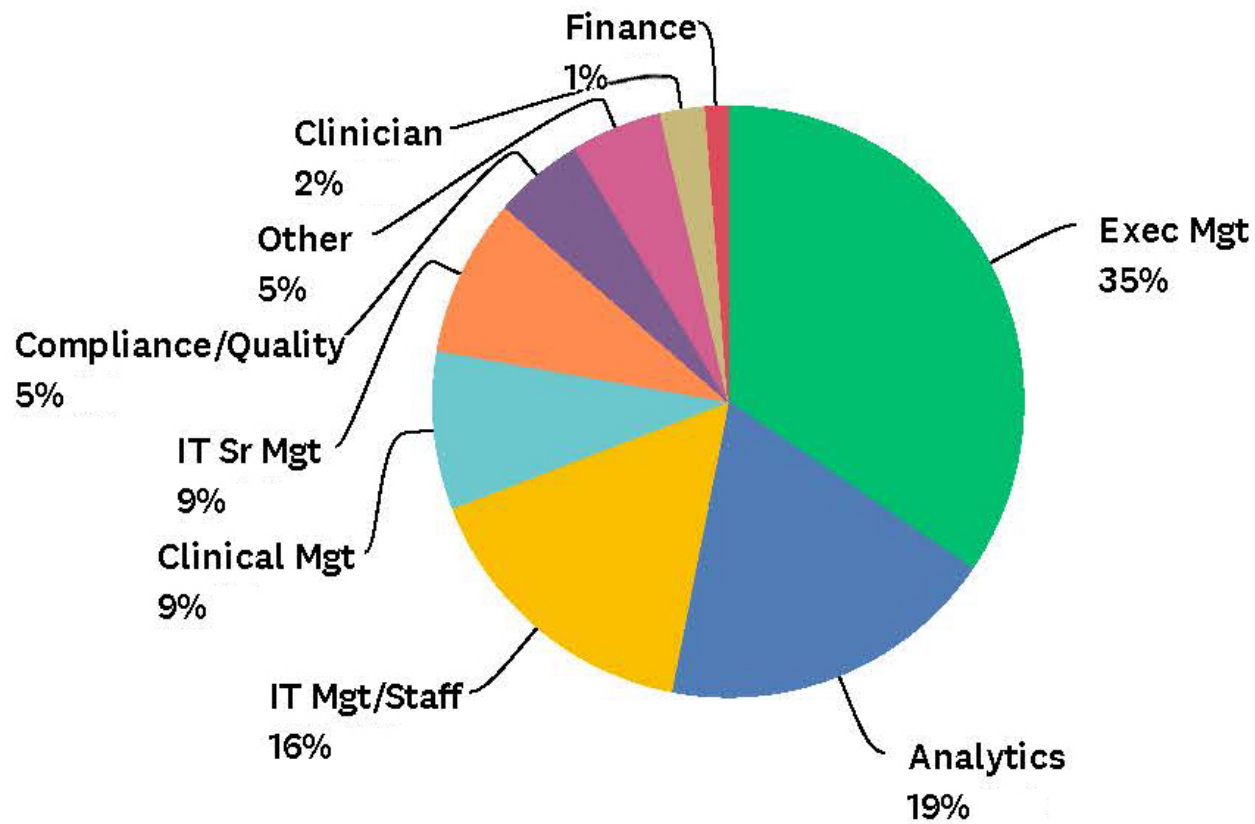
- Survey Period was from October 17, 2020 to November 7, 2020
- 104 respondents
- 41% are executive level management
- Most analysis discussed today will not include the vendor respondents



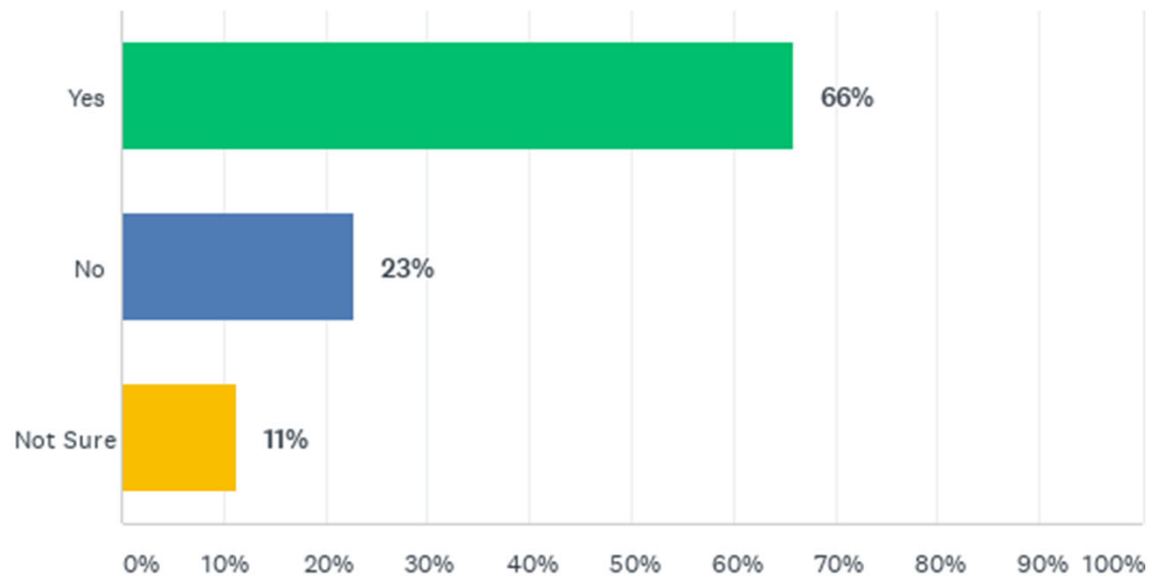
Drill Down on Non-Vendors for Today's Analysis



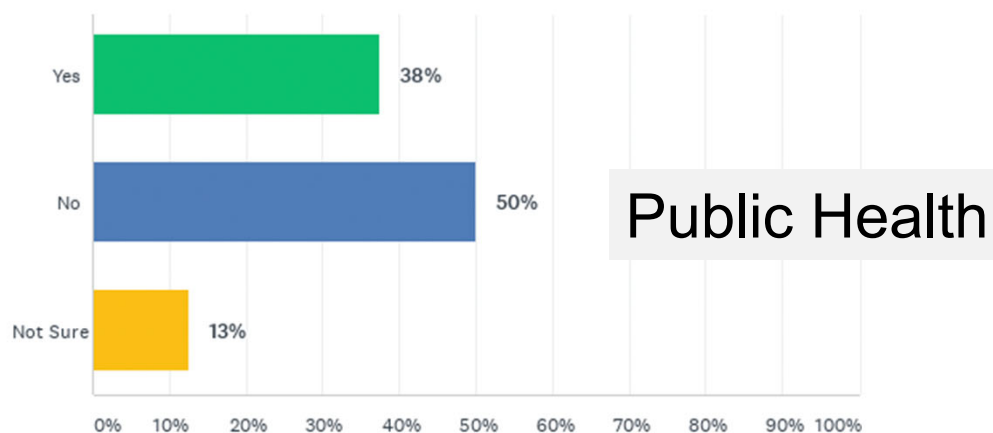
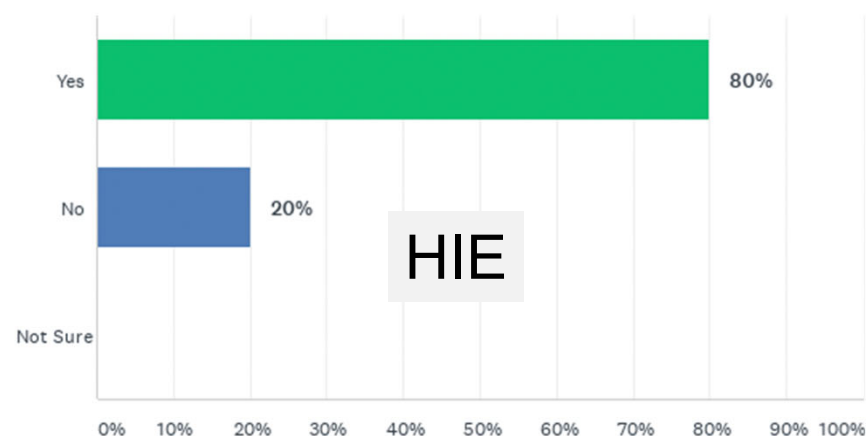
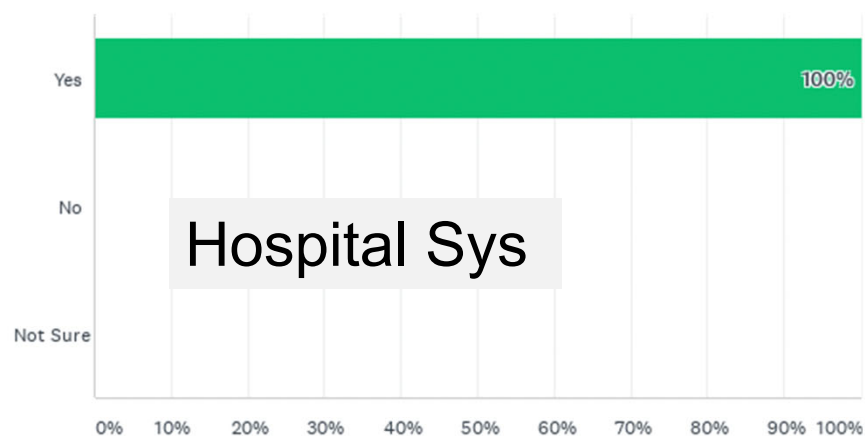
Job Function (Non-vendors)



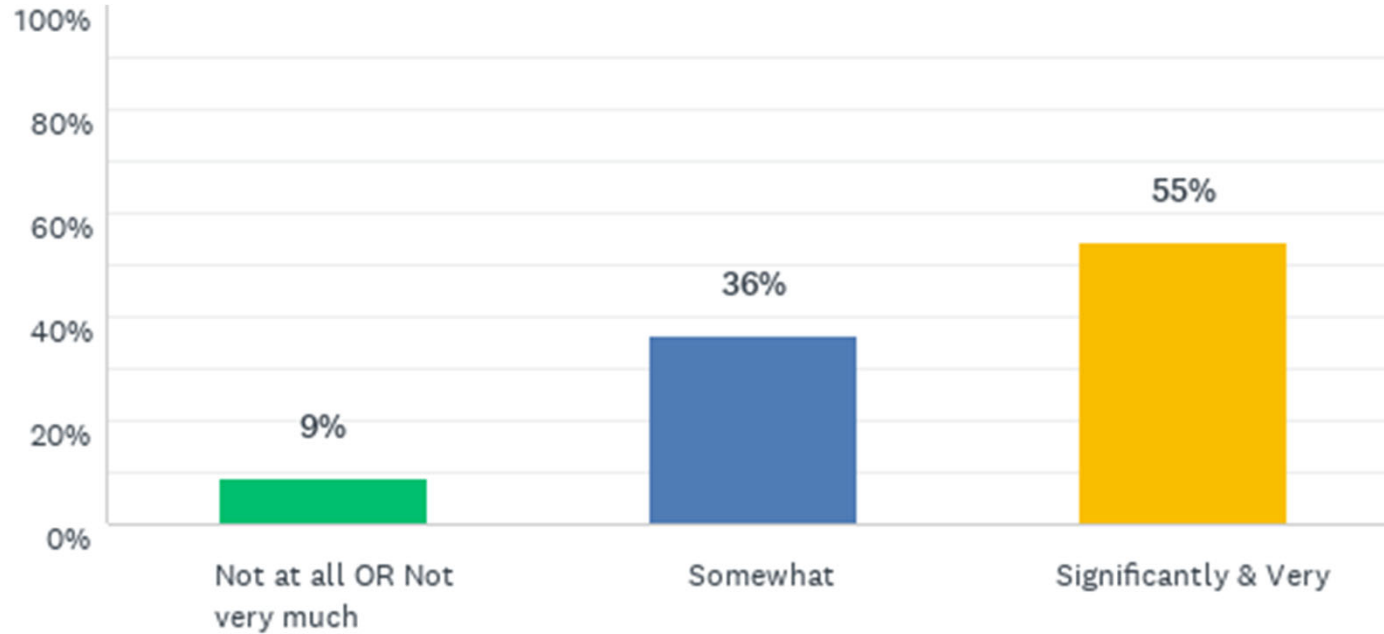
Organization Currently Uses Patient Data Matching



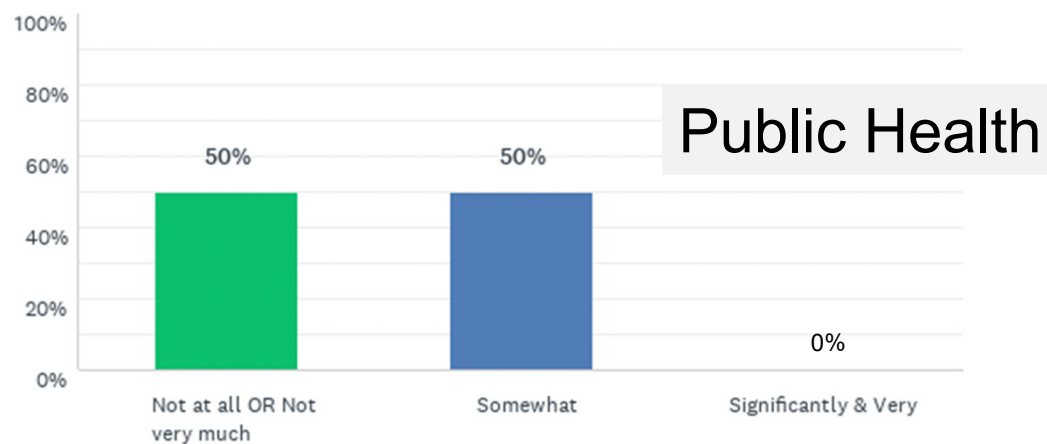
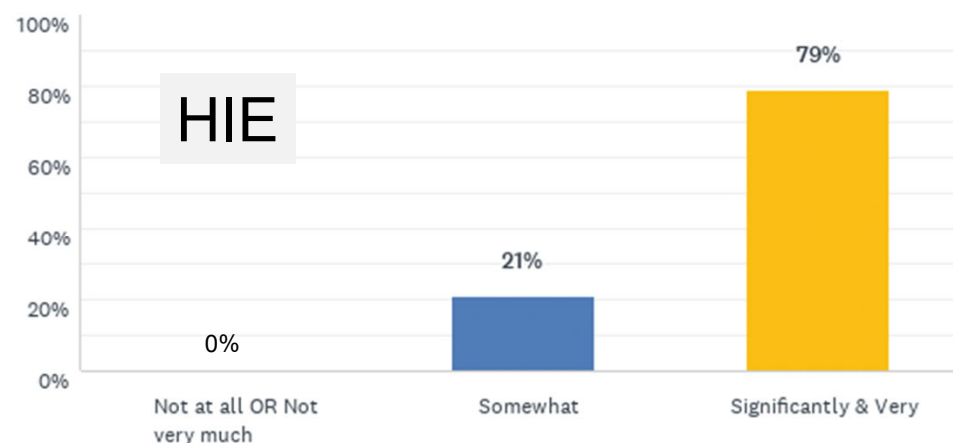
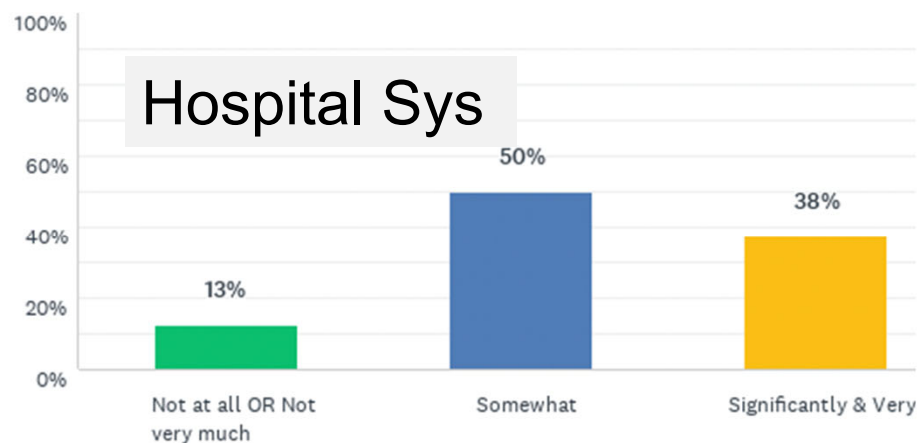
Current Use of Patient Data Matching Breakdown



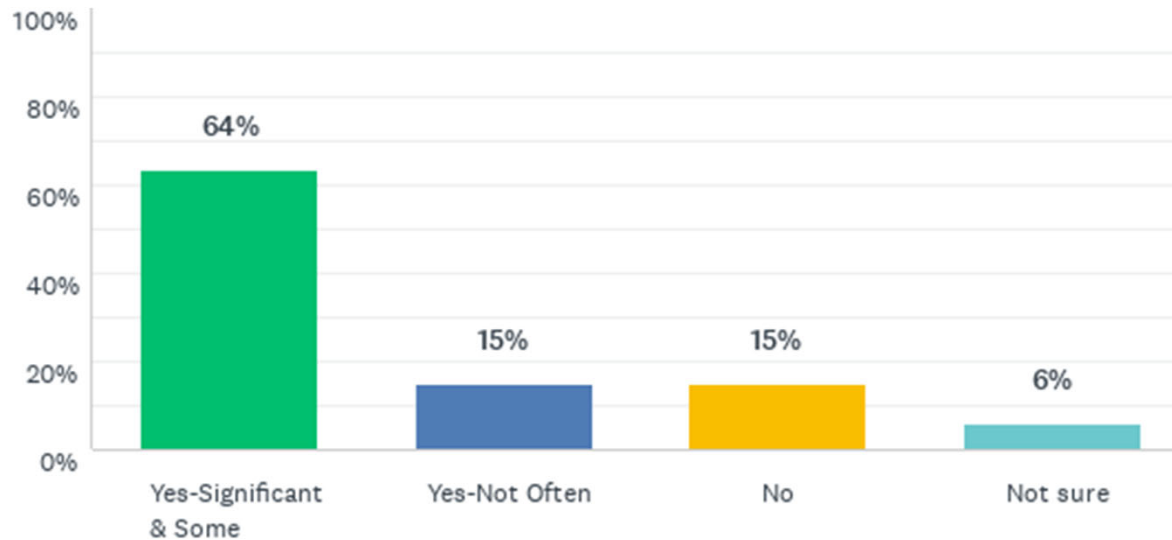
Confidence in Organization Accurately Matching Patients to Health Info



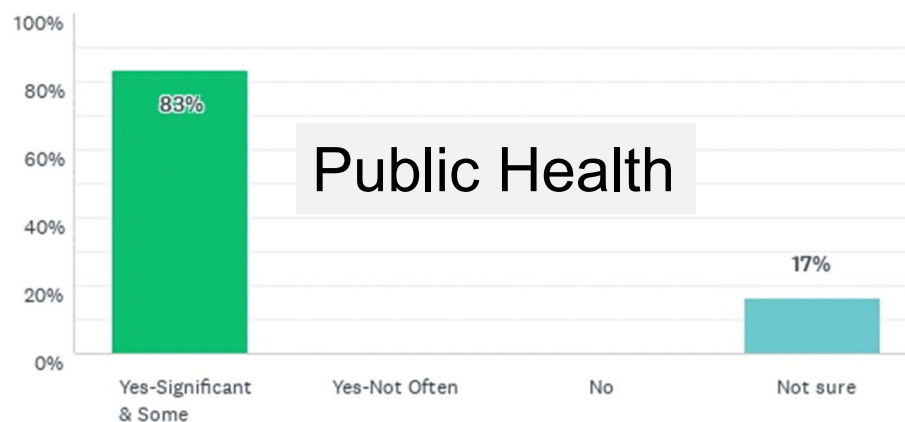
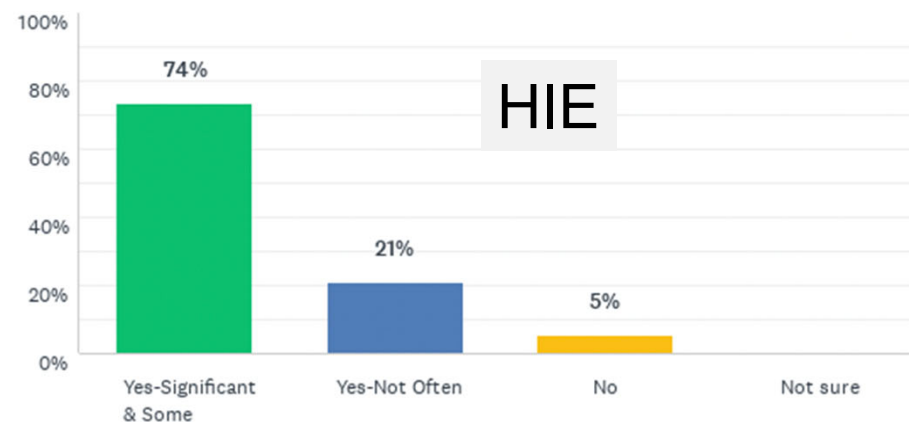
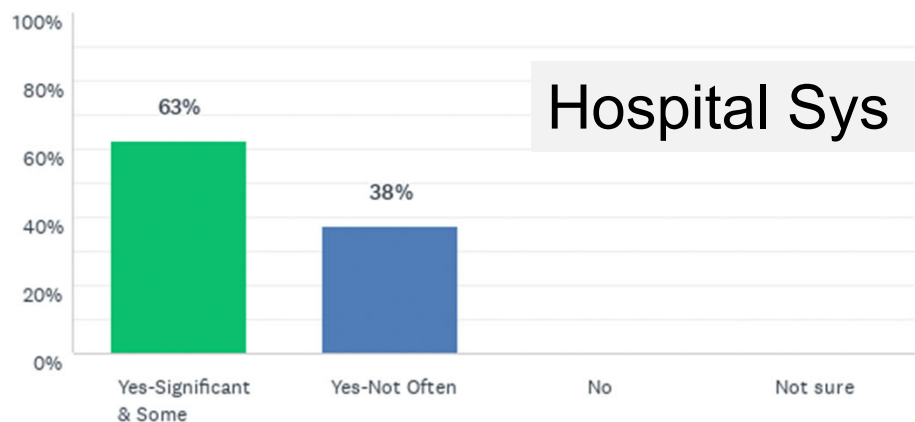
Confidence in Accurate Matching Health Info- Breakdown



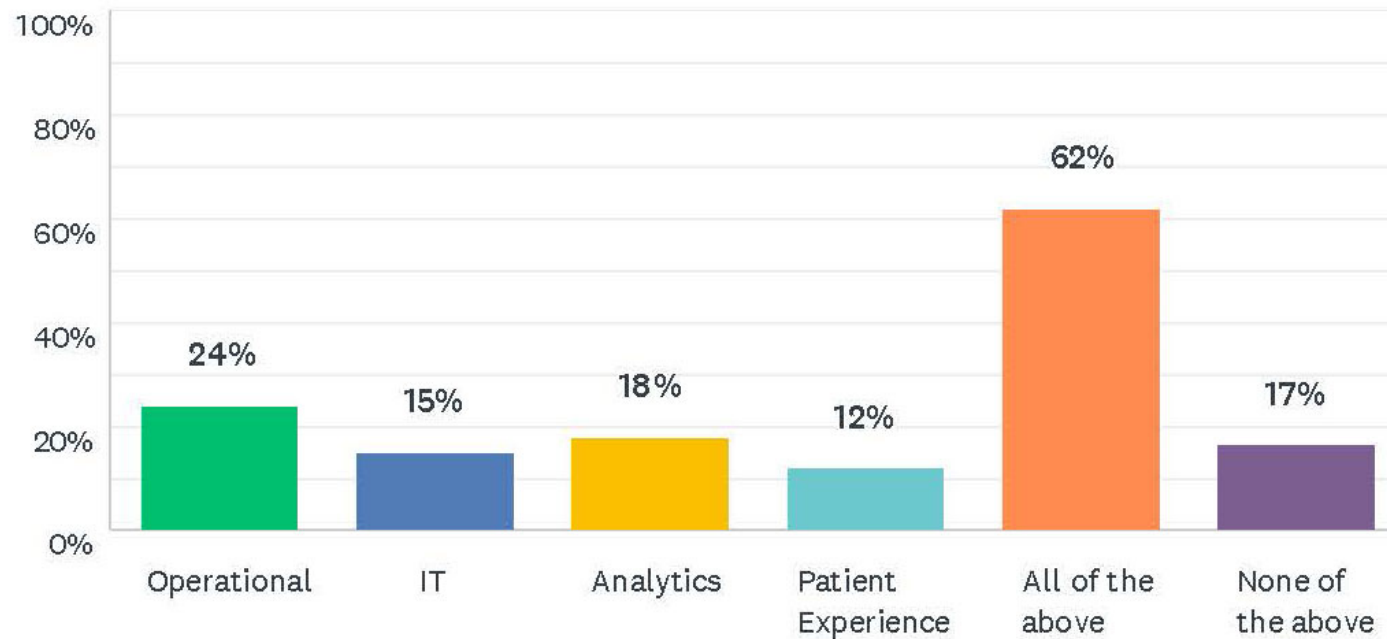
Are There Challenges Matching Patients to Medical Records?



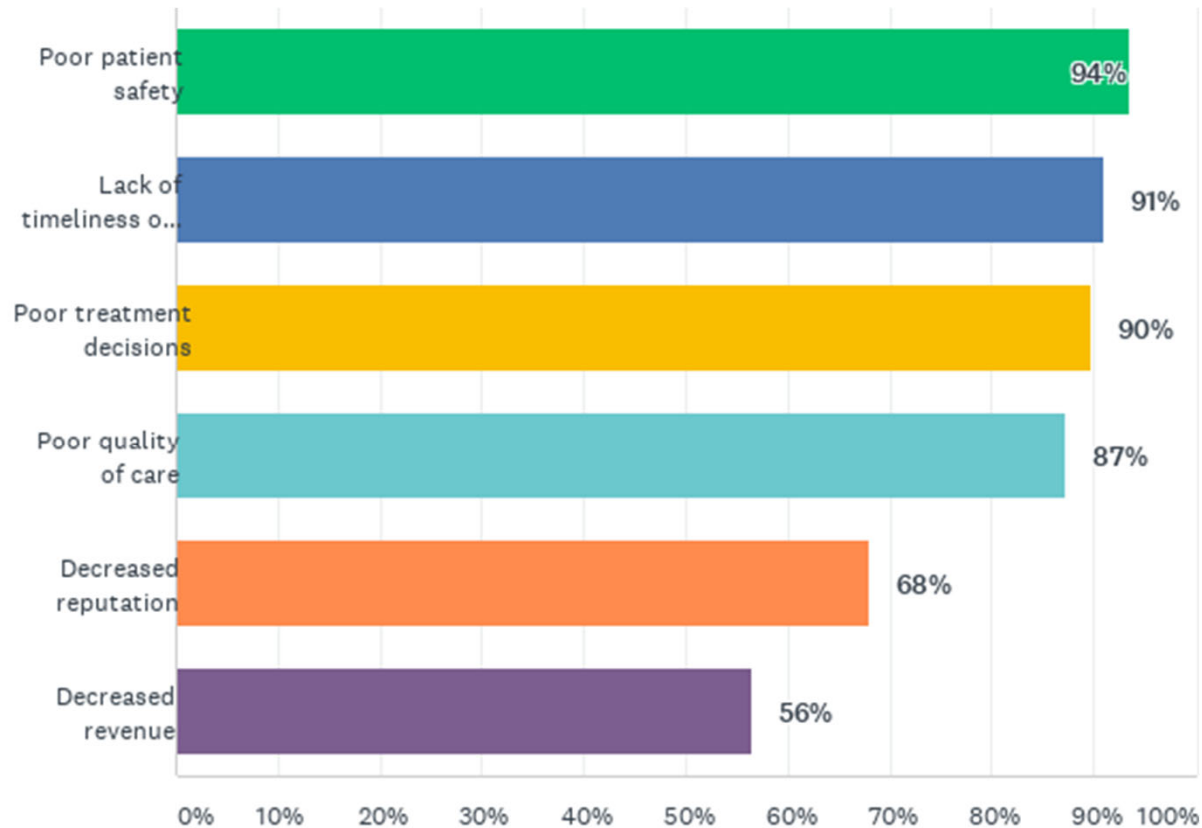
Challenges Matching Patients to Medical Records -Breakdown



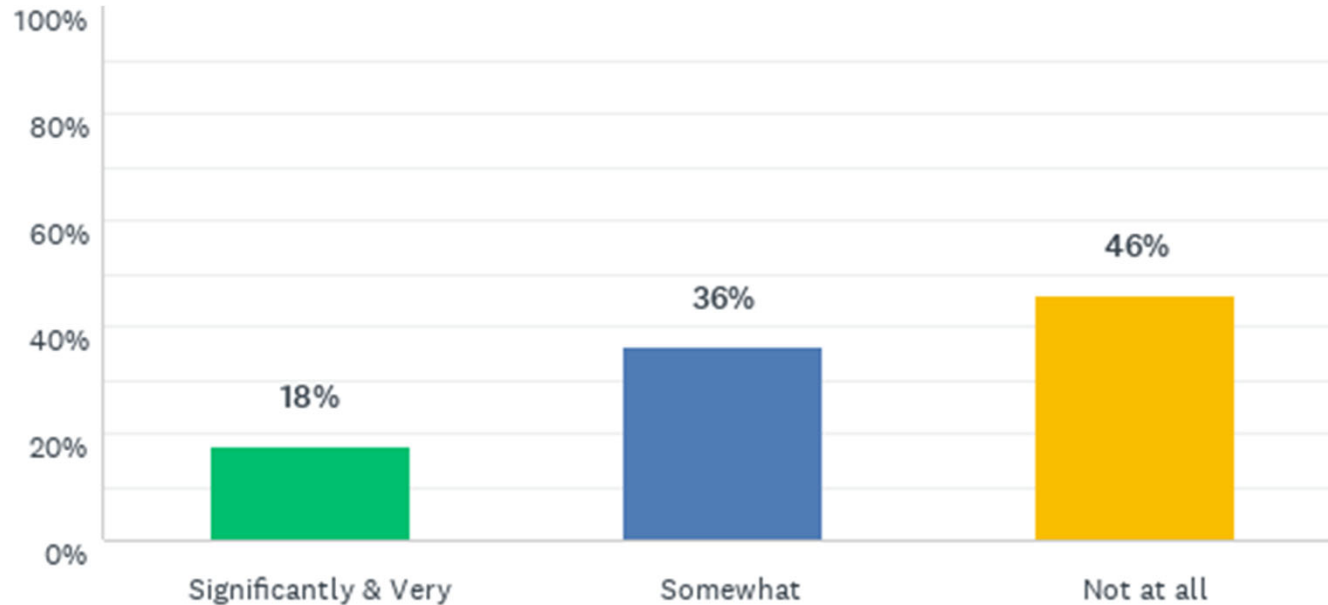
Areas Impacted by Patient Matching Challenges



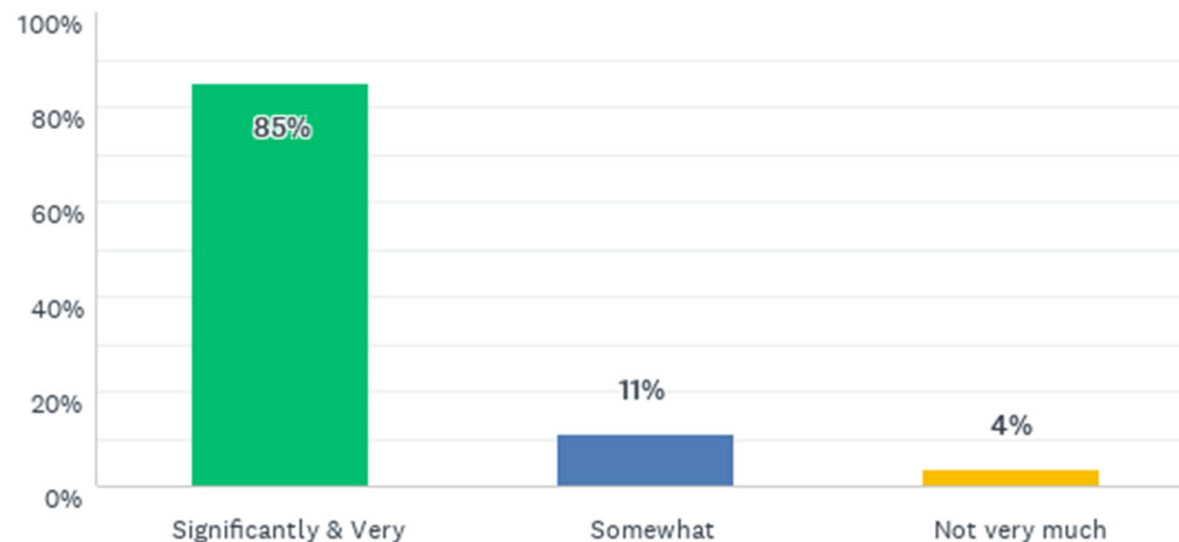
Impact of Incorrect Patient Data Matching



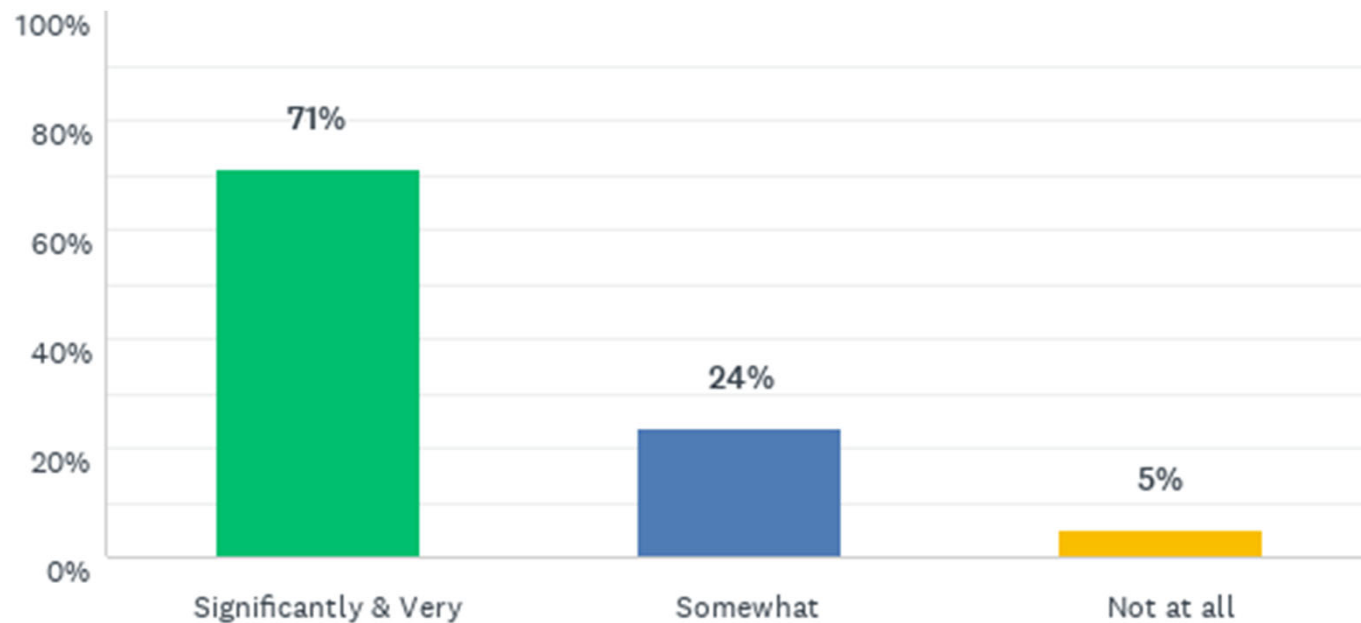
Likelihood of Congress to Enact National Patient Identifier Legislation within 5 Years



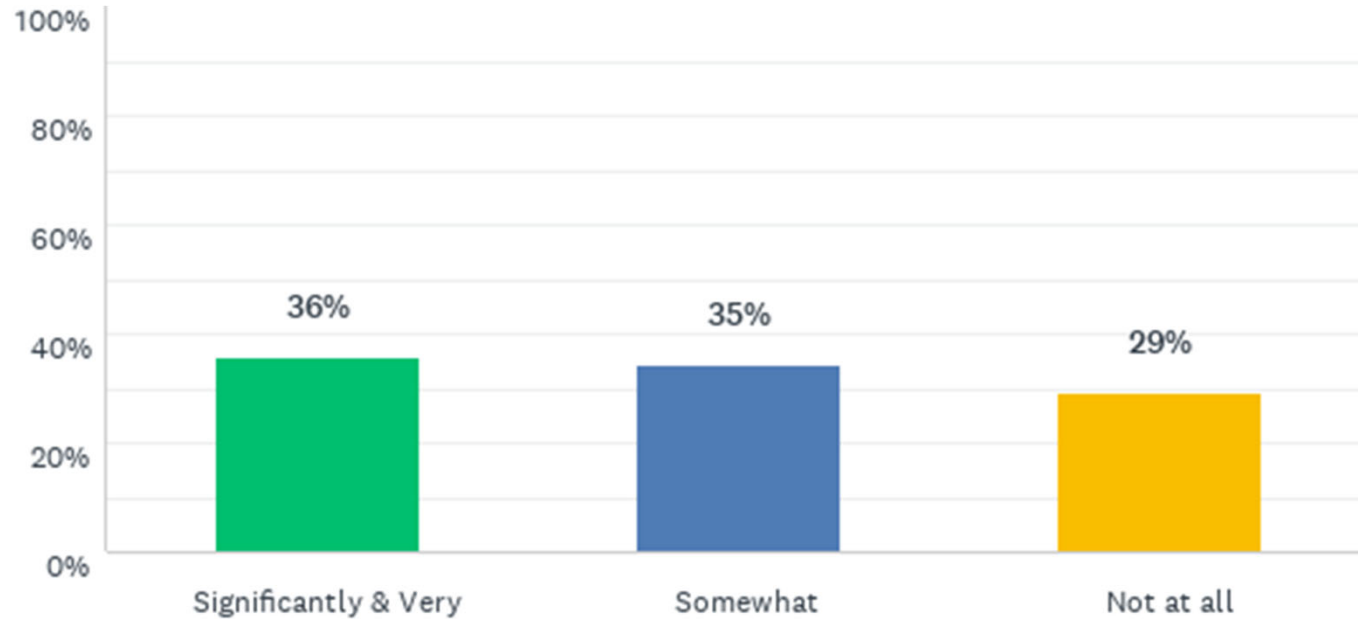
Need for Greater Interoperability Between Providers and Public Health During the COVID-19 Pandemic



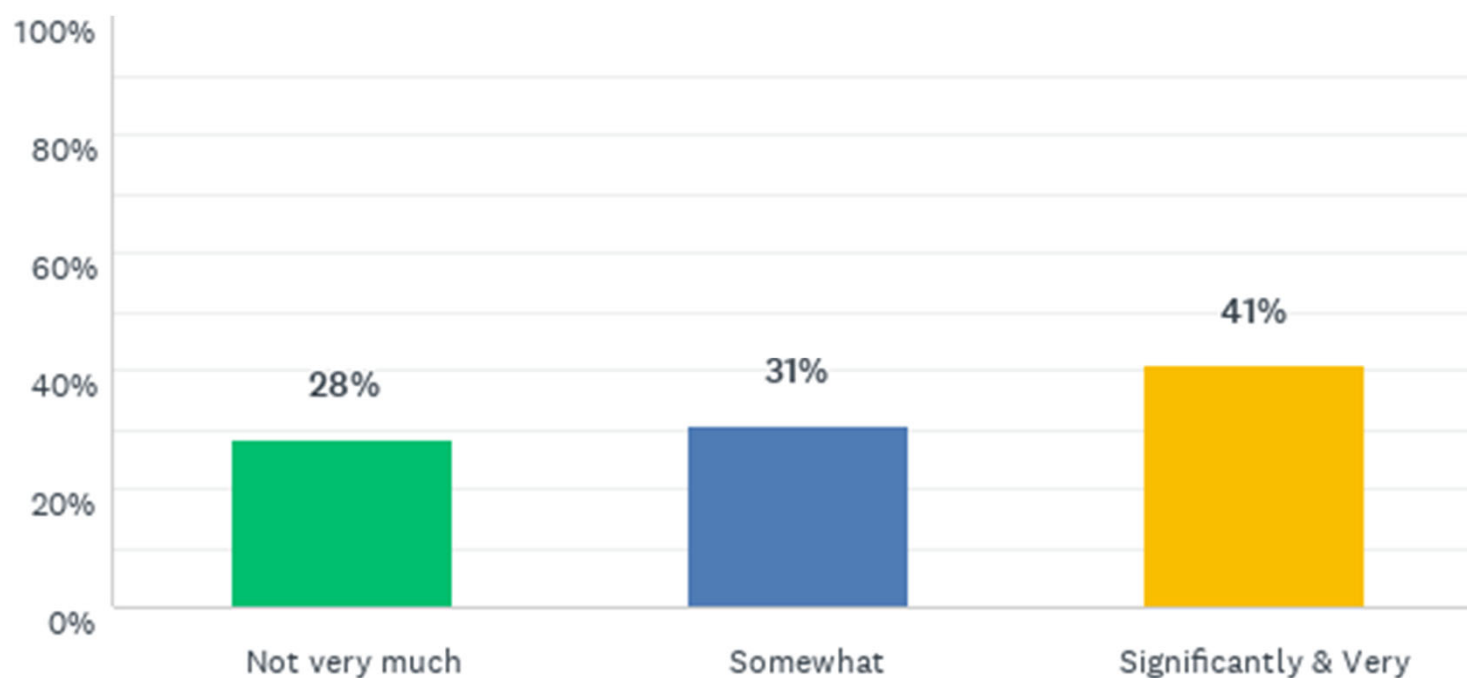
Importance of Patient Data Matching in Identifying At-Risk COVID-19 Patients



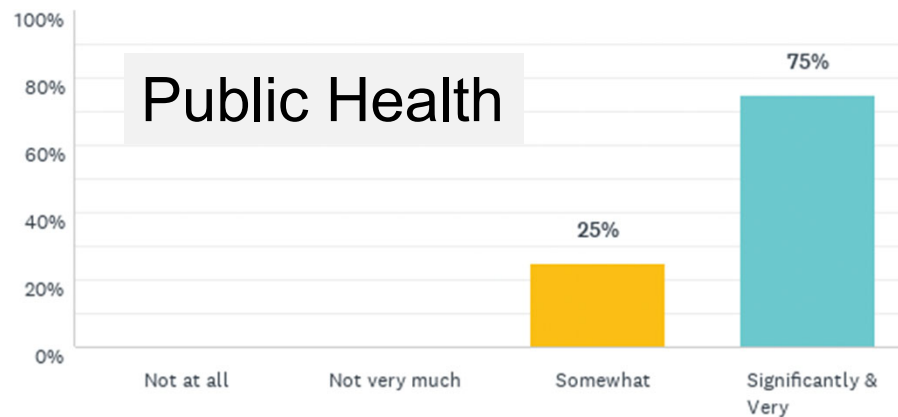
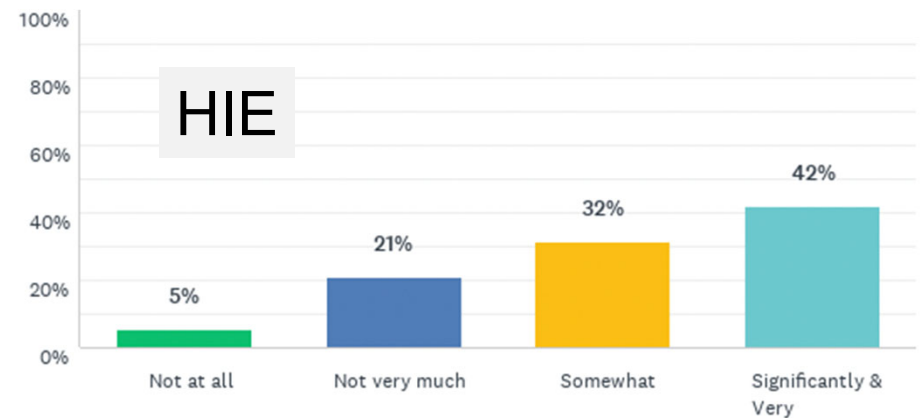
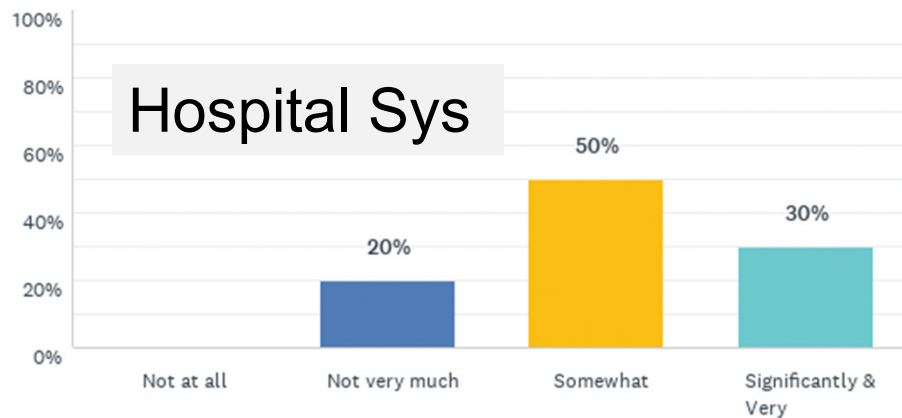
Efficiency of Patient Data Matching in Identifying Patients at Risk of COVID-19



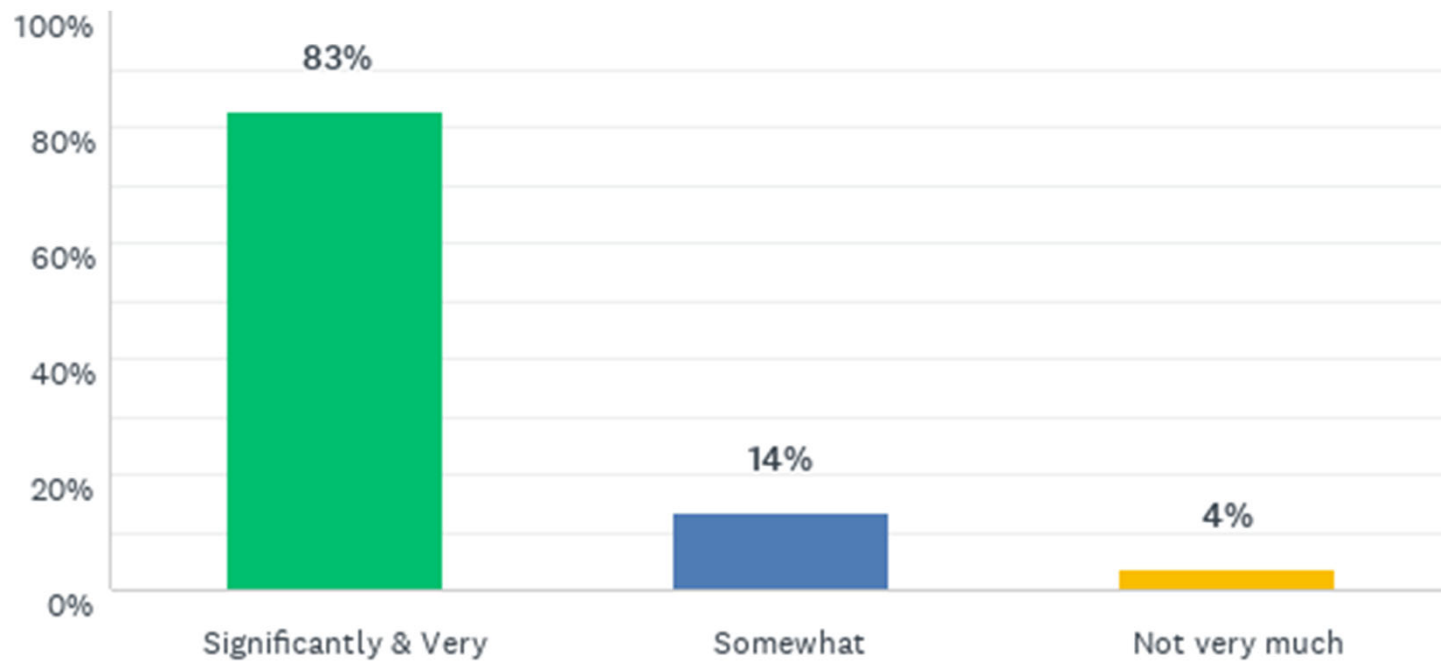
Patient Matching Challenges Became More Apparent During Pandemic



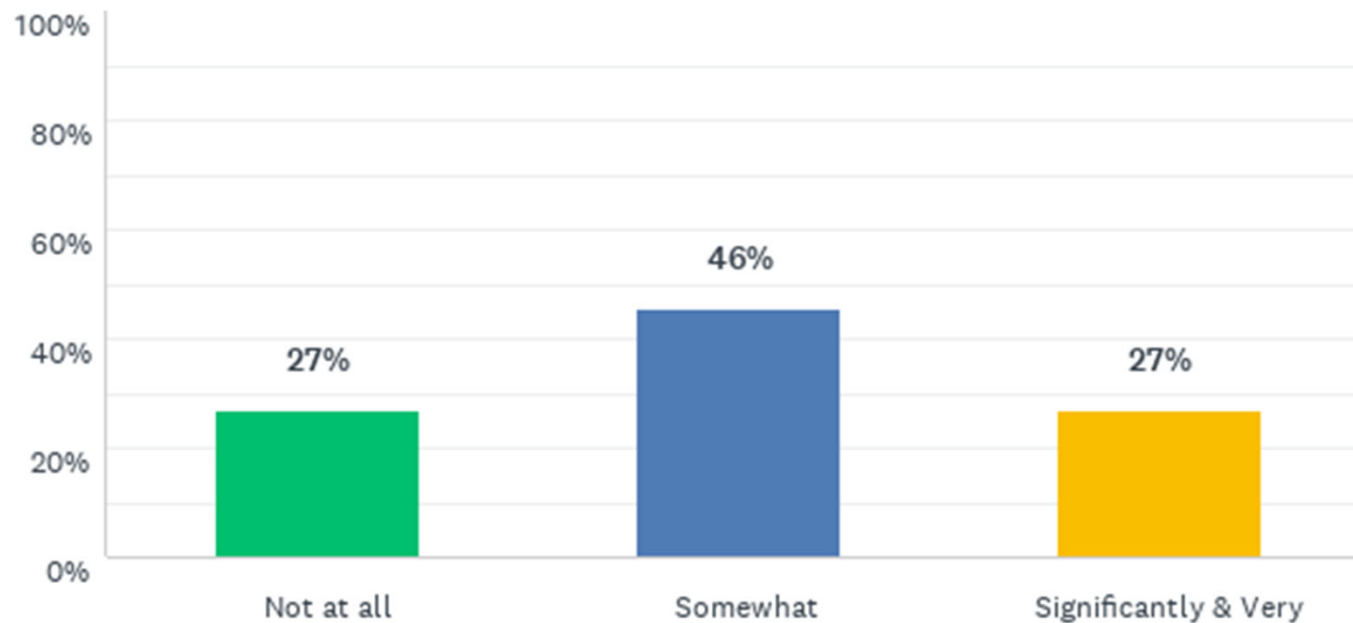
Patient Data Matching Challenges Became More Apparent During Pandemic (Breakdown)



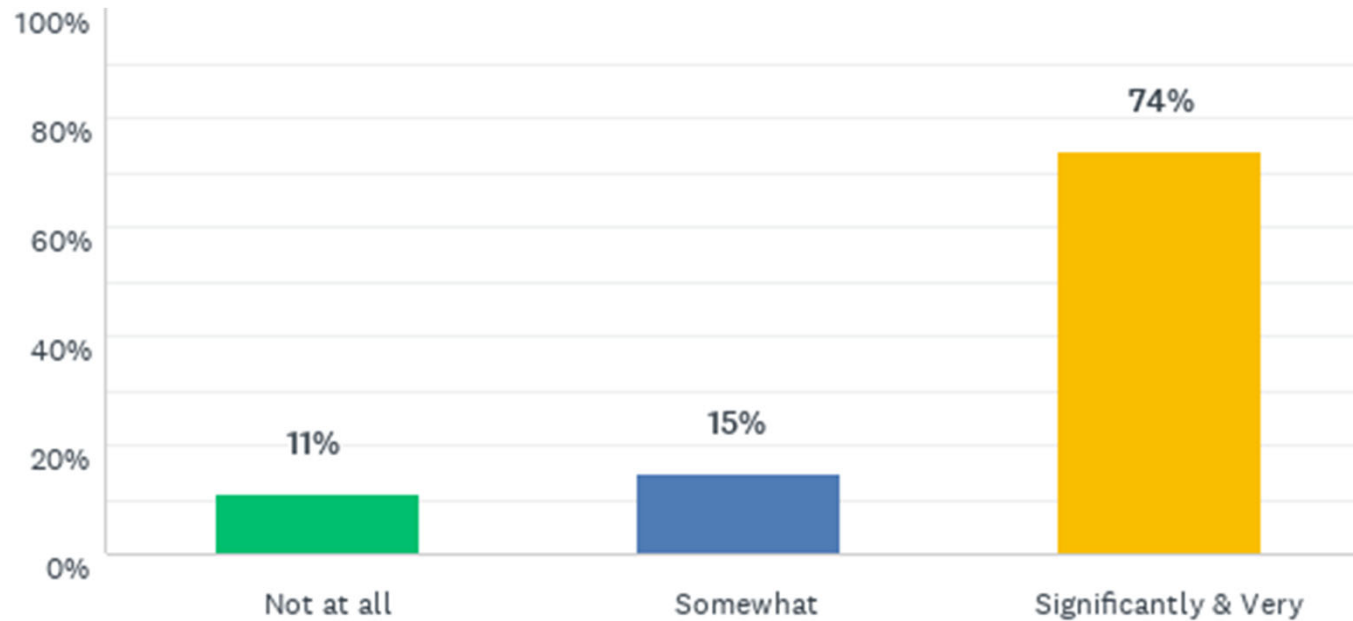
Importance of Data Matching to Contract Tracing



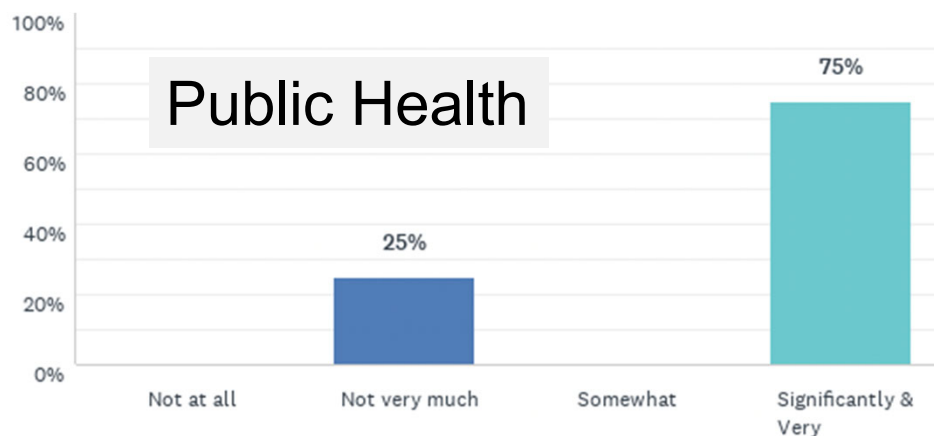
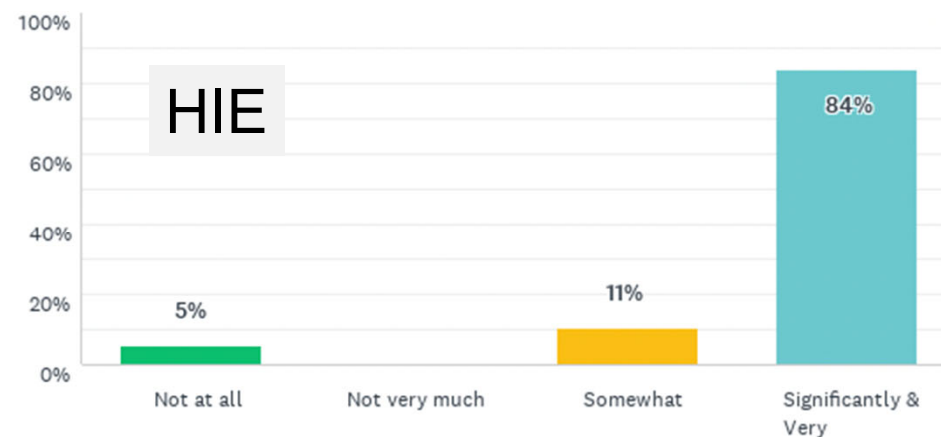
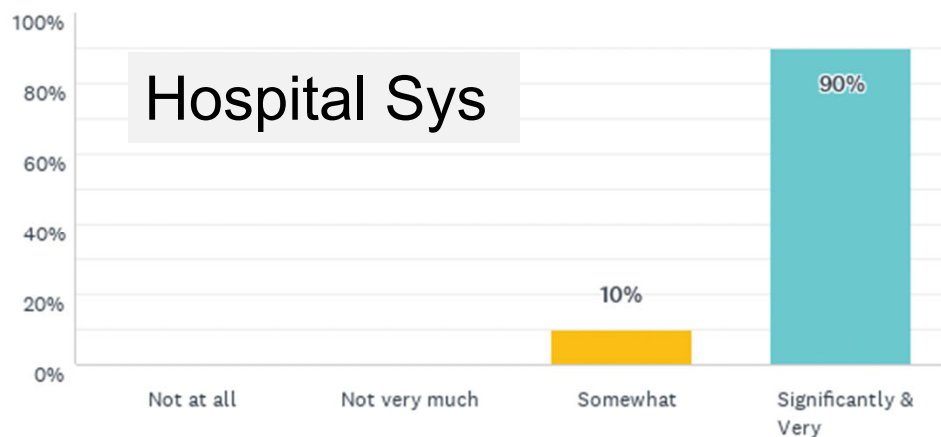
Confidence in Individuals Being Accurately Identified for Contract Tracing



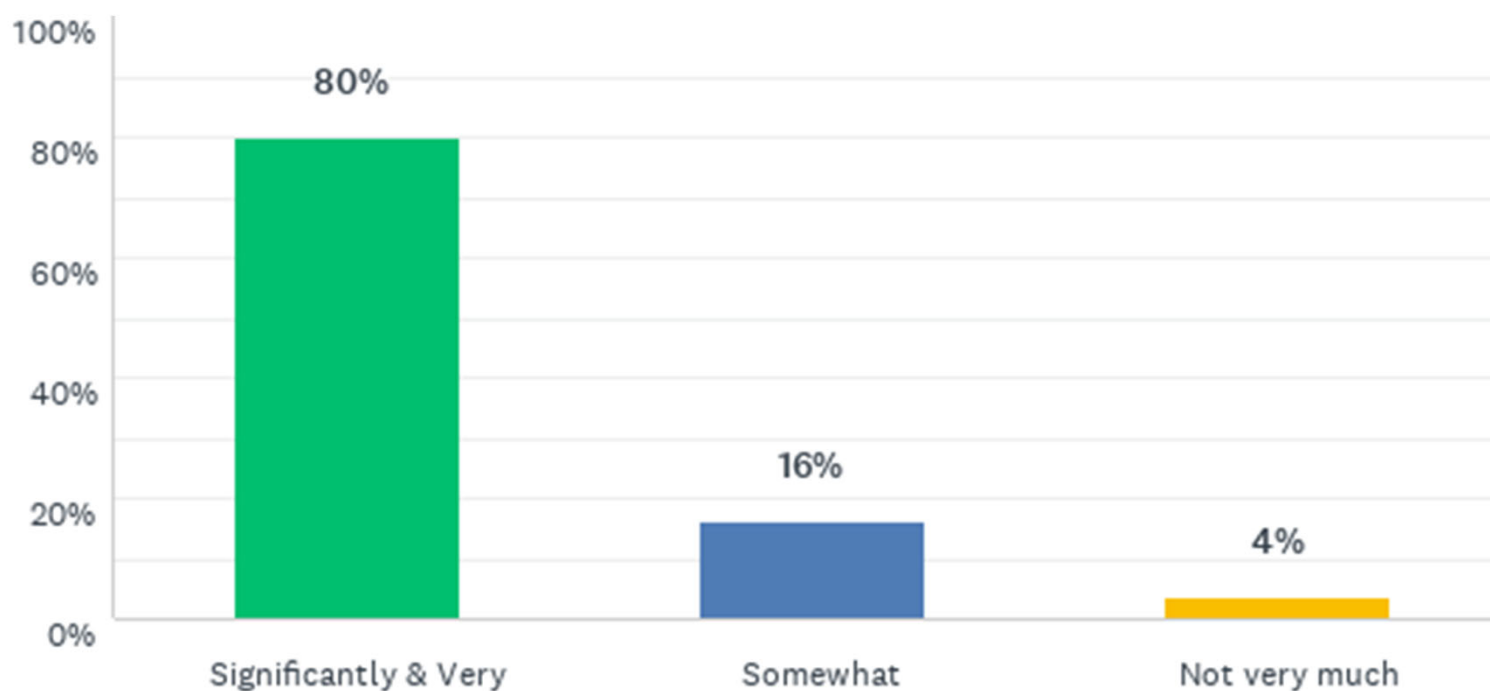
Importance of Patient Data Matching in Tracking Vaccine Distribution



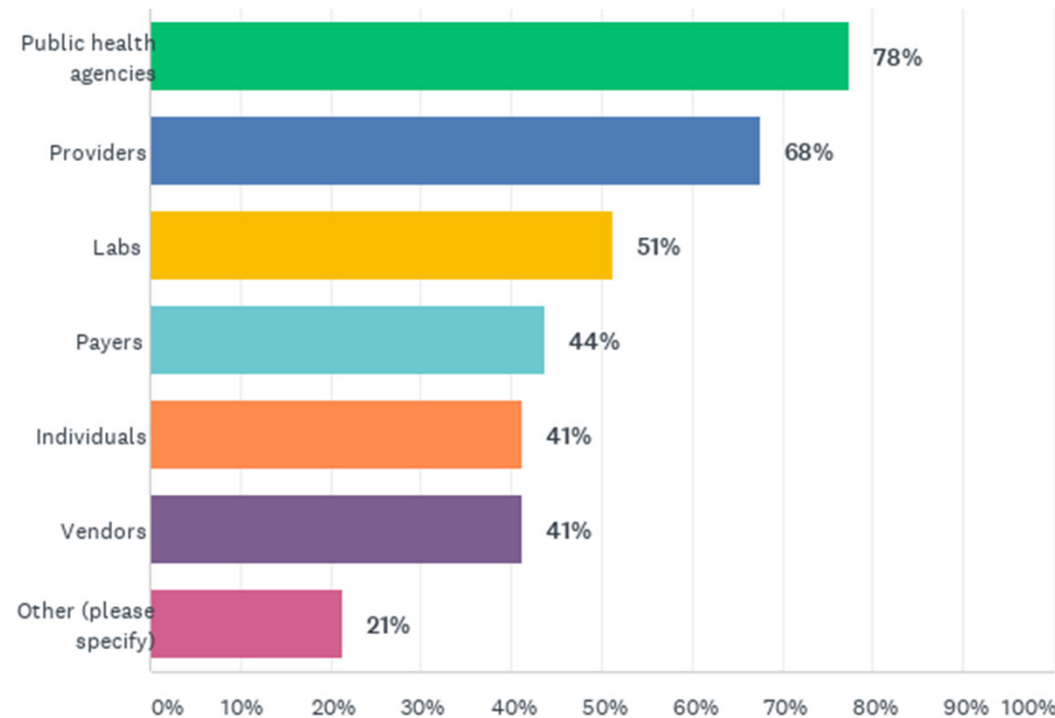
Importance of Matching in Tracking Vaccine Distribution - Breakdown



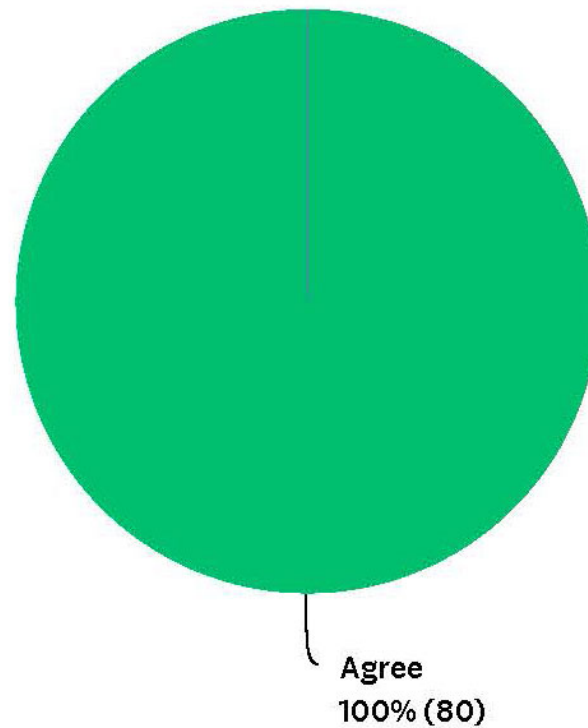
Importance of Patient Data Matching in Tracking Testing



Responsibility for Patient Matching Data for Health of the Public During a Pandemic



Correct Patient Data Matching Can Improve the Patient Experience



Initial Conclusions from Data

- Pandemic has highlighted the critical need of patient matching for tracing, testing, vaccines
- Challenges around patient matching are numerous, but especially stark for public health
- Public health and providers perceived as “responsible party” for patient matching
- Minimal expectations in the short term from policymakers



Deep Dive With Expert Insight

- Moderator: **Mark LaRow**, CEO, Verato
- **W. Ed Hammond**, PhD, Director, Duke Center for Health Informatics, Duke Translational Medicine Institute, at Duke University
- **David Kates**, Chief Technical Officer, Manifest Medex



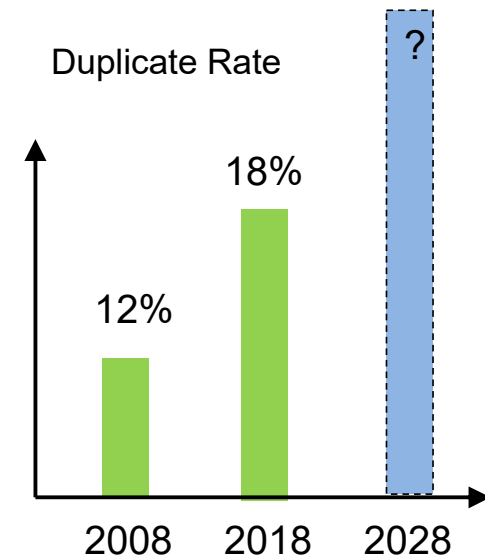
Patient Matching is a Challenge for Everyone

Invented in 1969 → Used Everywhere → But it's getting worse, not better!

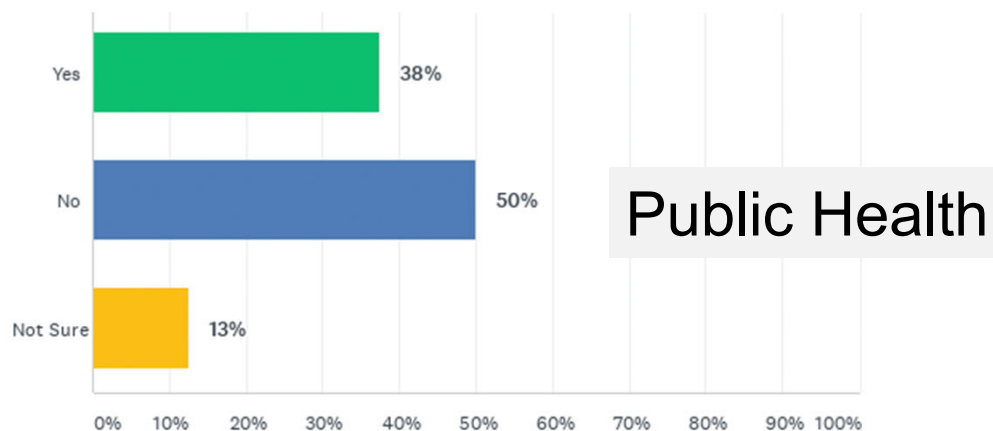
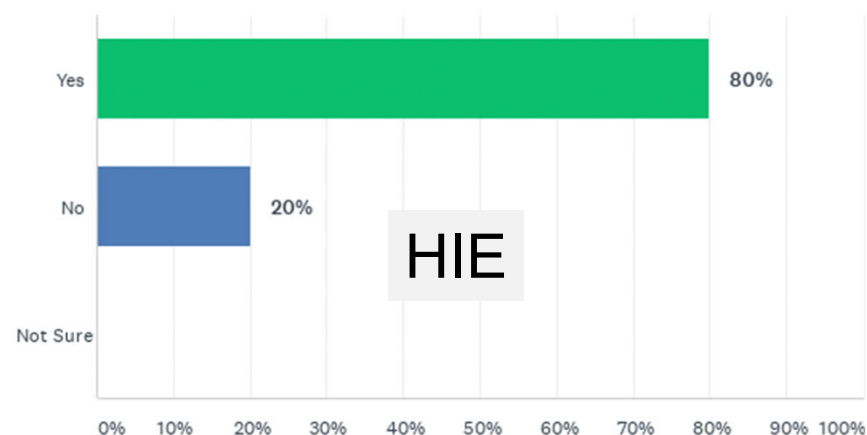
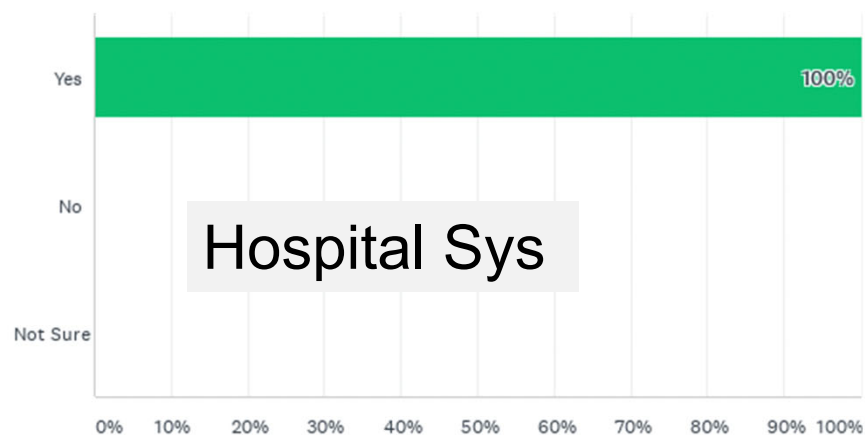
Conventional
Probabilistic
Matching



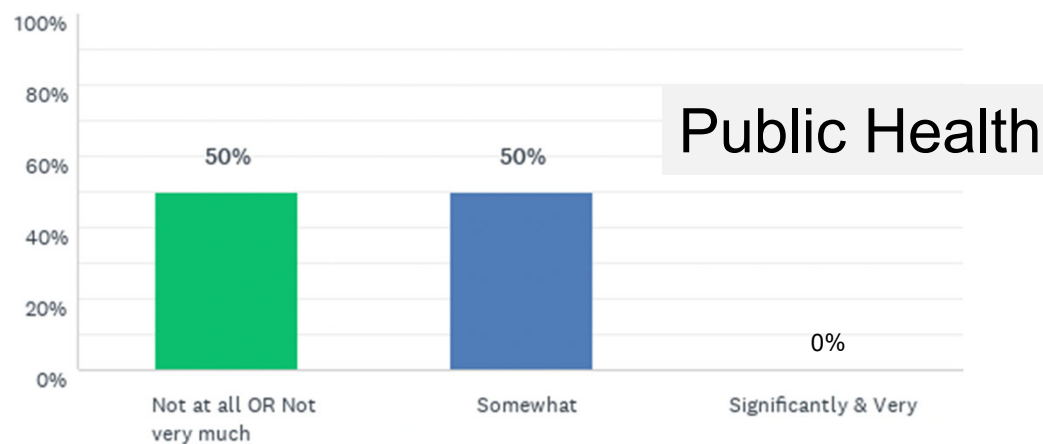
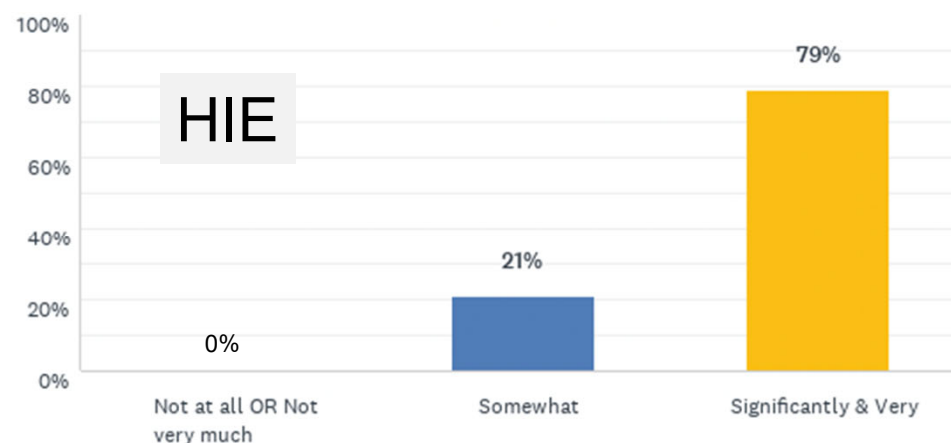
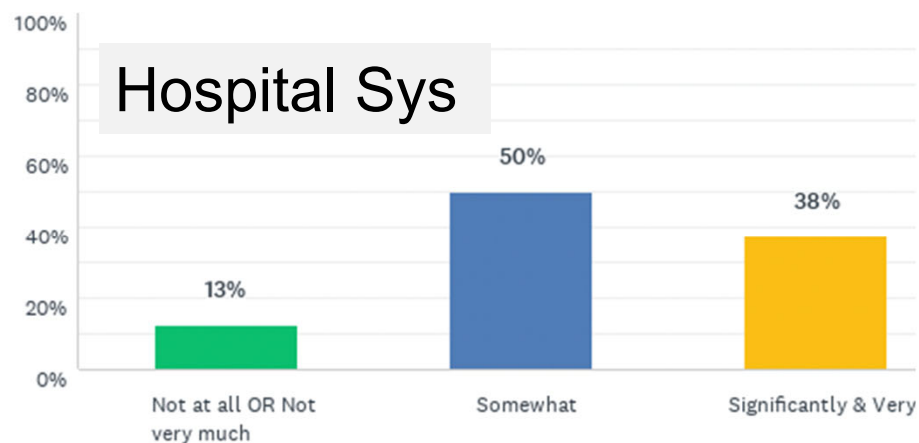
EMPIs
EHRs
HIE Software



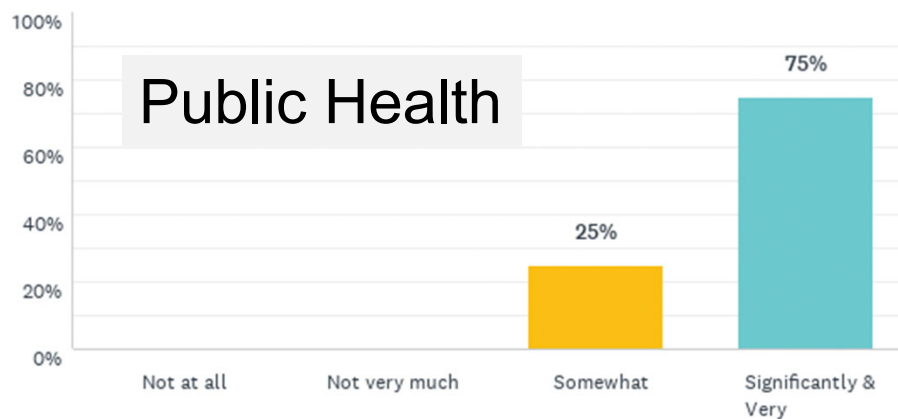
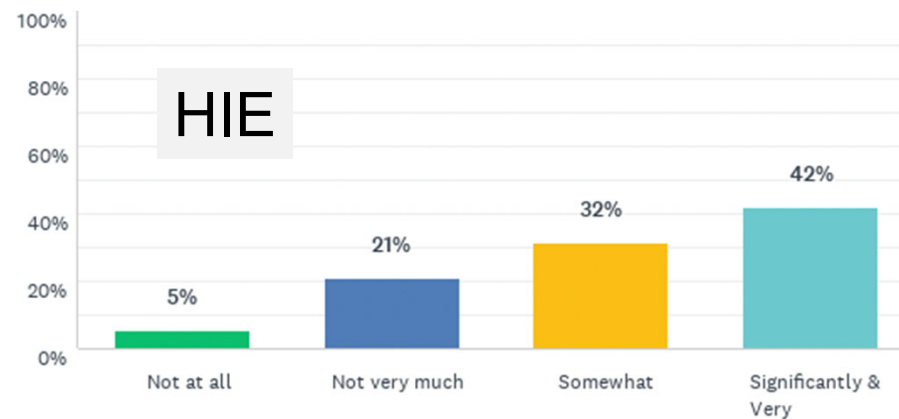
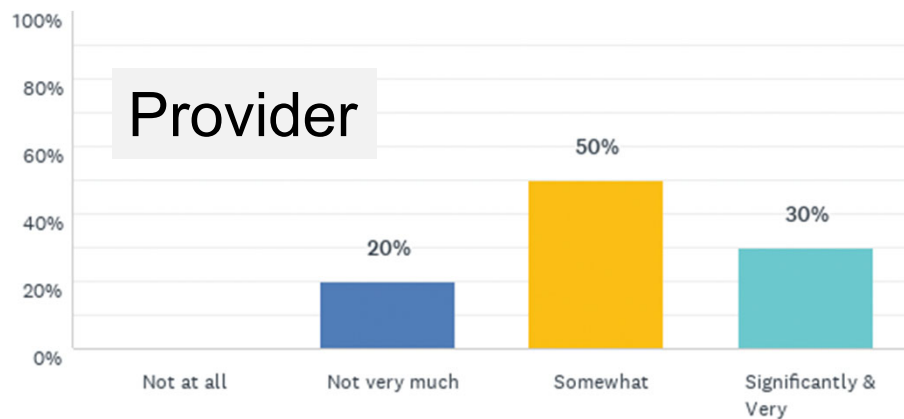
Q3: Does your organization **currently** use patient matching solutions?



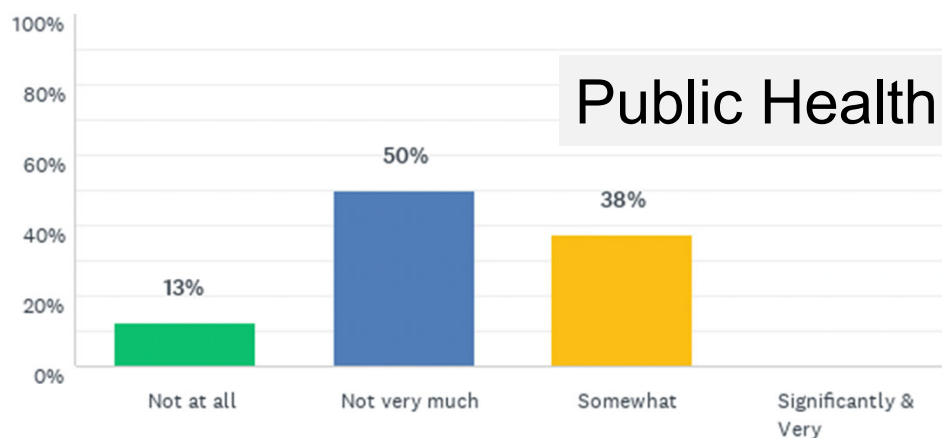
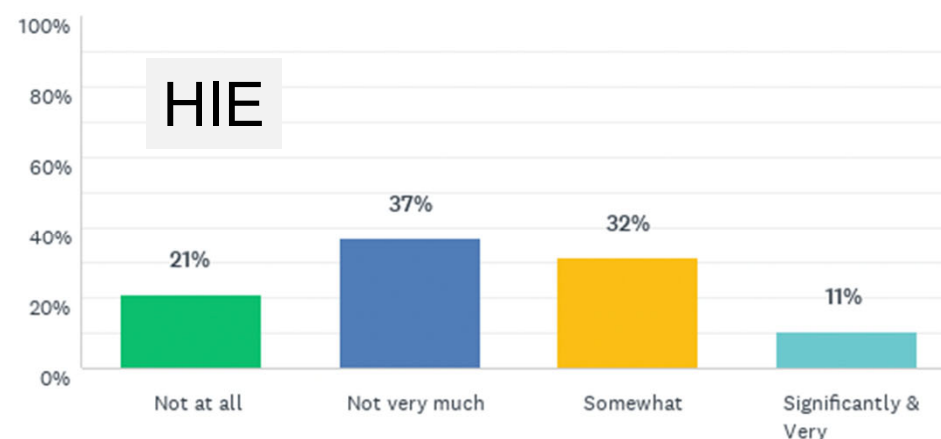
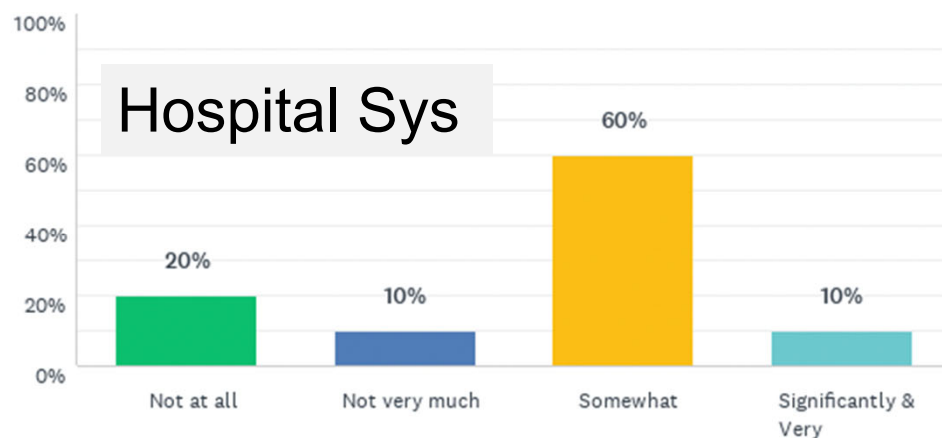
Q6: How confident are you that your organization accurately matches individuals to their correct health information?



Q8: The challenges our organization faced around patient data matching became **more apparent during the pandemic.**



Q18: Do you think it is likely that Congress will enact legislation for a national patient identifier in the next 5 years?



AUDIENCE QUESTIONS



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