



NEWS RELEASE

Media Contact:

Jerry Just

Vice President, Marketing

Just Associates, Inc.

Phone: 303.693.4727

jjust@justassociates.com

JUST ASSOCIATES LAUNCHES DATA INTEGRITY OPTIMIZATION SERVICE FOR EPIC IDENTITY USERS

Epic Identity Optimization service enhances system configurations to increase true duplicate identification, reduce false positive rates and improve overall data integrity.

CENTENNIAL, Colo. – Oct. 1, 2012 – [Just Associates, Inc.](http://JustAssociates.com), a consulting firm specializing in data integrity and data quality solutions for healthcare organizations, announced today the launch of [Epic Identity Optimization](#), a new service focused on improving data integrity and master patient index (MPI) management within Epic systems.

Specifically, the service optimizes Epic Identity's out-of-the-box configurations to enhance system performance, increasing true duplicate identification and reducing false positive rates. Just Associates' team of experienced data integrity specialists also provides guidance on how Epic users can more efficiently maintain the long-term accuracy of patient data within the MPI.

"Just Associates possesses an in-depth understand of Epic, which allows them to be innovative in their approach to improving data integrity by optimizing Epic Identity and helping us leverage other tools we already have," said Mary Reeves, Administrative Director, Medical Information Services, Vanderbilt Medical Center.

Adds Grant Landsbach, RHIA, Data Integrity/MPI Manager, Sisters of Charity of Leavenworth Health System: "By customizing the Epic Identity module, Epic Identity Optimization reduces the burden of unnecessary duplicate matches so our resources can be focused on validating and

Phone: 303.693.4727

Fax: 303.693.4924

JustAssociates.com

reconciling true duplicates. It also streamlines workflows and customizes duplicate matching logic to our specific patient mix.”

Just Associates’ team of data management experts optimizes the performance of Epic Identity in the client environment, in part by:

- Defining standard routines for patient searches and improving the accuracy with which the appropriate patient is located
- Determining optimal high and low thresholds to reduce the number of false positive matches identified within the system
- Utilizing demographic change reports to assist in early identification and correction of patient overlays
- Building special work (error) queues to bucket different types of errors for efficient resolution

“For years, we have worked with Epic clients to more effectively manage their MPI and reduce the number of duplicates within their system. It is through these relationships that we have developed a keen understanding of Epic Identity and the many ways it can be used to effectively and efficiently improve data integrity,” said Just Associates CEO and President Beth Just, MBA, RHIA, FAHIMA. “Our Epic Identity Optimization service lets us show hospitals how to leverage existing MPI management tools to maximize the accuracy of their patient information for significantly improved clinical and administrative performance.”

Please join ADVANCE Healthcare and Just Associates at 1 p.m. ET on Oct. 23, 2012 for “Minimizing Duplicates Patients in Epic Identity,” a free webinar created specifically for Epic users. Presented by Karen Proffitt, RHIA, CHP, MS, the webinar will help attendees understand the causes and ramifications of “dirty” MPI data and share ways to optimize Epic Identity. Attendees will be automatically entered to win a free Epic Identity duplicate detection performance assessment. [Click here](#) for more information or to [register](#).

About Just Associates, Inc.



A recognized leader in health information data integrity and management, Just Associates, Inc. (www.justassociates.com) is a healthcare data integration consulting firm that delivers superior value to its clients through improved data integrity. Just Associates has the process expertise and systems knowledge to deliver tailored, value-added solutions that improve clients' financial outcomes and business processes, support delivery of quality patient care, and meet the expectations of diverse stakeholders through improved data integrity.

