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Just Associates Launches Enhanced Patient Matching Identification Service

CENTENNIAL, Colo. – April XX, 2015 – [Just Associates, Inc.](#), a nationally recognized leader in patient matching and health information data integrity and management, today unveiled an enhanced *IDManage*[®] suite of services to address the growing need for healthcare organizations to consistently maintain accurate patient records. *IDManage* combines outsourced Master Patient Index (MPI) management services provided by the company's staff experts in duplicate record validation and resolution with a robust technology platform that optimizes workflow and automates data exchange with customer systems.

Data quality and accurate patient records are critical to realizing a host of industry objectives, from effective analytics to population health to a well-managed revenue cycle. Ongoing vigilance in MPI management is necessary in today's increasingly complex healthcare environment where opportunities for creation of problem records have multiplied exponentially—even when sophisticated MPI software is in place.

The four primary drivers of data integrity issues are 1) **organizational consolidation**, requiring integration of existing systems and merging of patient information; 2) **complexity of patient data entry**, in particular the numerous points of data entry/documentation that increase the potential for duplication and error; 3) **participation in HIEs**, placing a premium on accurate patient identification across organizations; and 4) **human error**.

Consistently monitoring, investigating and resolving duplicate and problematic patient records can overwhelm many organizations' human and financial resources. *IDManage* alleviates the burden and frees internal resources to be rededicated to mission-critical activities by providing professional outsourcing on a budget-friendly subscription basis. Included in the suite of services are:

- Access to Just Associates' highly experienced patient identity experts
- Interface connectivity for rapid information flow based on industry-leading integration engine software
- *IDAnalyze*[™] reporting and analytics to identify areas of weakness and evaluate solutions to minimize duplicate record creation

- Annual patient access recommendations based on case assessments, including online training when appropriate

“These enhancements to *IDManage* come in response to frequent requests from healthcare organizations for ongoing duplicate resolution services to extend beyond core legacy record cleanup projects,” noted Just Associates CEO and President Beth Just, MBA, RHIA, FAHIMA. “They recognize that immediate eradication of duplicate records results in a cleaner sustained MPI and more accurate patient information, thereby reducing costs and the potential for medical error.”

In tandem with this announcement, Just Associates has published “[Ongoing Outsourced MPI Management: The Need for Vigilance](#),” a white paper detailing the obstacles healthcare organizations face in the pursuit of data integrity.

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 patient matching. 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.

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