

FOR IMMEDIATE RELEASE

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**Just Associates' Consulting Expert to Address Data Integrity Team Centralization
at the 87th Annual AHIMA Convention and Exhibit**

The nationally recognized consulting firm will feature multiple data integrity services in Booth #636 during the conference

CENTENNIAL, Colo. – Sept. 28, 2015 – [Just Associates, Inc.](http://www.justassociates.com), a nationally recognized leader in patient matching and health information data integrity and management, announced today that Karen Proffitt will co-lead a session on best practices for managing electronic master patient index (EMPI) data integrity in an era of expanding strategic alliances. The session, “Data Integrity Team Centralization” is part of the [87th Annual AHIMA Convention and Exhibit](http://www.ahima.org/convention), taking place in New Orleans Sept. 26- 30, 2015.

“The EMPI is the foundational backbone for health information exchange. However, rapidly expanding alliances are creating unique challenges to the integrity of the data within that EMPI, demanding a careful examination of correction processes to ensure they are effective in the short- and long-term,” said Proffitt, MHIIM, RHIA, CHP, Vice President of Consulting Services for Just Associates. “We are excited to share with AHIMA attendees our first-hand experiences in overcoming challenges of EMPI data stewardship, as well as the challenges, implications and benefits of taking a centralized team approach to data integrity management.”

“[Data Integrity Team Centralization](#)” takes place at 11:15 a.m. on Sept. 30 in rooms 243-245 of the New Orleans Convention Center. Co-presenting with Proffitt are Jacqueline Raymond, RHIA, Executive Director of Health Information Services and Privacy Officer at Brigham and Women’s Healthcare, and Deborah A. Adair, MPH, MS, RHIA, Director of Health Information Services and Privacy Officer at Massachusetts General Hospital in Boston.

“Just Associates is thrilled that Karen will have this opportunity to share her deep expertise on data integrity team centralization, both the justifications for the model and the risks involved in maintaining the decentralized status quo,” said Beth Just, MBA, RHIA, FAHIMA, President and CEO, Just Associates. “It is a great opportunity for HIM leaders to gain valuable insights into the centralized data integrity team model, as well as the associated risks, workflow considerations and cost justification tools so they are prepared to deal with this rapidly growing trend.”

To learn more about how Just Associates helps healthcare organizations improve patient care quality and safety, decrease care delivery errors and reduce overall costs by identifying and

resolving identity data integrity issues and ensuring accurate linking of patient information, visit Booth #636 during the AHIMA Convention and Exhibit.

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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