



## **Imprivata and Just Associates Partner to Ensure Accurate Patient Identification and Data Integrity at Every Point of Care**

**Lexington, Mass.—September 26, 2017**—[Imprivata](#)<sup>®</sup>, the healthcare IT security company, today announced a new partnership with [Just Associates](#), a nationally recognized leader in patient matching and health information data integrity and management, to improve patient identification and enhance data integrity for healthcare organizations.

This new relationship positions [Imprivata PatientSecure](#), the leading positive patient identification solution for healthcare, as a single approach for patient identity management. By retroactively cleaning up patient data and proactively eliminating the creation of duplicate and overlaid medical records, Imprivata and Just Associates will help combat the patient misidentification issues that negatively impact patient safety and financial integrity plaguing healthcare delivery organizations.

The average duplication rate in a healthcare organization's medical records is between 8 and 12 percent, according to the American Health Information Management Association (AHIMA)<sup>1</sup>. Duplicate medical records, where a single patient has multiple records associated with them, and overlaid medical records, where a single medical record has co-mingled data from multiple patients, typically result from patient identification errors. To avoid future patient matching problems, Imprivata PatientSecure accurately and securely identifies patients at the source, creating a 1:1 link between a patient's biometric and their unique electronic medical record.

With Just Associates, Imprivata can ensure the integrity and accuracy of patient data by utilizing comprehensive master patient index (MPI) clean-up services. These services use sophisticated duplicate-detecting algorithms to analyze the data, and leverage an expert workforce and efficient workflow tools to efficiently and cost effectively identify and resolve duplicate medical records and overlays.

"Accurate, complete, and consistent data is necessary to properly identify patients at the point of care," said Beth Just, CEO at Just Associates. "Organizations often hire untrained staff to correct duplicate medical record errors which can be costly and time-consuming. Our team of trained HIM professionals and certified patient identity experts ensures an effective clean-up that supports future patient access optimized workflow processes. We are proud to partner with Imprivata to help organizations positively identify patients and ensure patient safety and data integrity."

At patient registration, it is crucial to positively identify the correct patient in order to prevent adverse safety events related to misidentification. Imprivata PatientSecure is directly embedded into industry-leading self-service kiosks and admission, discharge, and transfer (ADT) systems so healthcare organizations can easily and accurately identify patients. Adopted by more than 10 million patients, palm-vein scanning is proven to be a highly accurate and easy-to-adopt solution for patient

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<sup>1</sup> AHIMA MPI Task Force. "Building an Enterprise Master Person Index." *Journal of AHIMA* 75, no. 1 (Jan. 2004): 56A-D



identification and can be used in any workflow at any point of care, including unconscious patient identification.

“Having a single solution for patient identity through medical record clean-up and patient matching optimization is critical to ensuring accurate patient identification throughout the care delivery process,” said Dr. Sean Kelly, Chief Medical Officer at Imprivata. “By partnering with Just Associates, we’re ensuring the integrity and accuracy of patient data, helping to combat the issues related to patient safety and medical errors due to duplicate medical records.”

The Imprivata and Just Associates solutions are now available to all Imprivata PatientSecure clients.

#### **About Imprivata**

Imprivata®, the healthcare IT security company, provides healthcare organizations globally with a security and identity platform that delivers authentication management, fast access to patient information, secure communications, and positive patient identification. Imprivata enables care providers to securely and efficiently access, communicate, and transact patient health information to address critical compliance and security challenges while improving productivity and the patient experience. For more information, please visit [www.imprivata.com](http://www.imprivata.com).

#### **About Just Associates**

A recognized leader in health information data integrity and management with over 15 years of proven expertise, Just Associates, Inc. ([www.justassociates.com](http://www.justassociates.com)) is a healthcare data integration consulting firm that delivers superior value through improved data integrity. Just Associates has the process expertise and systems knowledge to deliver tailored, value-added solutions that improve financial outcomes and business processes and support delivery of quality patient care through improved patient matching.

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