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## **MEDIA ADVISORY**

### **Just Associates Patient Identifier Experts Available for Comment Following CHIME National Patient ID Challenge Launch Announcement**

#### **Background**

On Tuesday, January 19, 2016, CHIME will announce the launch of the [CHIME National Patient ID Challenge](#), a \$1 million global competition in conjunction with HeroX, geared toward incentivizing innovators to develop a viable solution to the challenges healthcare organizations face matching the right patient with the right data at the right time. The launch will take place from Noon-2 p.m. at the National Press Club, 529 14th St NW, 13th Floor Washington, DC, and will be streamed [live](#).

#### **Who**

Just Associates CEO and President Beth Just is available to comment on the CHIME-HeroX Challenge and to provide expert insights into underlying causes of issues impacting the integrity of patient identification, and what it will take to truly achieve a private, accurate and safe system.

#### **Quote**

“The CHIME National Patient ID Challenge is helping maintain a bright light on a significant issue in this digital age of healthcare, that of accurate patient identification. When patient identification fails, it impacts care quality and safety, and limits the effectiveness of health IT in just about every clinical setting. That is why we applaud CHIME, as well as initiatives underway at ONC, AHIMA, HIMSS and The Sequoia Project, for their tireless and innovative efforts to correct a serious problem,” said Just, MBA, RHIA, FAHIMA. “It is encouraging to see the dialog about the need for a better approach to patient identification continuing at a high level. Progress toward a solution has been inching forward, yet it remains an intractable problem in healthcare today.

“Patient identification is the foundation of everything that happens in healthcare. When its integrity is compromised, it creates a domino effect that impacts every system downstream through which that data flows. It starts with strengthening matching algorithms, but they are not the panacea. That is why Just Associates continues to conduct and publish research on the root causes of integrity issues to add to the growing body of knowledge surrounding the patient identifiers, and contribute in other meaningful ways including national work groups and association task forces,” Just adds.

#### **About Just Associates, Inc.**

A recognized leader in health information data integrity and management, Just Associates, Inc. ([www.justassociates.com](http://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.