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Just Associates Experts to Present on Key Data Collection, Integrity and Security Issues at AHIMA18 Convention & Exhibit

CENTENNIAL, Colo. – September 24, 2018 – [Just Associates, Inc.](#), announced today that its data integrity and privacy experts will delve into some of the industry’s most pressing issues during multiple presentations at the [2018 Annual AHIMA Convention & Exhibit](#) in Miami. Among the issues covered by representatives of the nationally recognized leader in patient matching and health information data integrity and management will be sexual orientation and gender identity data, master patient index (MPI) management for accountable care organizations (ACOs), and business associate breaches.

“Data integrity is central to effective care delivery in today’s rapidly evolving healthcare environment, but it is not a one-size-fits-all prospect,” said Beth Just, MBA, RHIA, FAHIMA, founder and president of Just Associates. “Healthcare organizations are under increasing pressure to advance policies and procedures that will address evolving data needs to resolve care disparities in once-marginalized populations, maintain clean MPIs and stay ahead of increasingly sophisticated security threats. We are honored to be able to contribute to the bodies of knowledge in these areas.”

Just Associates’ data integrity and security experts will present:

- [Data Collection for Sexual Orientation and Gender Identity in the EHR](#): On Sept. 24 at 1:30 p.m. in Room 205, Julie Dooling, MSHI, RHIA, CHDA, FAHIMA, former Vice President of National Sales for Just Associates, will be joined by a panel of experts from Banner Health, CAN Community Health, UK HealthCare, and Kindred Healthcare, Inc., to discuss new terms and definitions regarding sexual orientation and gender identity and the importance of how/why they’re being used for data collection and population health.
- [Leading MPI Management—Expanding Focus with ACO Data Integration and Data Warehouse Initiatives](#): On Sept. 25 at 1:30 p.m. in Room 230, Karen Proffitt, MHIIM, RHIA, CHP, Just Associates’ HIM leadership expert, and University of Washington Medicine’s Sally Beahan, MHA, RHIA, will discuss accountable care MPI data management challenges and best practices, as well as new information governance collaboration efforts around data warehouse patient matching (1 Credit).
- [I Wish I Had Known That... About My Business Associates](#): On Sept. 25 at 4:30 p.m. in Ocean Drive Ballroom E-H, Susan Lucci, RHIA, CHPS, CHDS, AHDI-F, a senior

privacy/security consultant with Just Associates, and Mountain Family Health Centers' Elaena Price will discuss business associate breaches, how they are happening, their impact on hospital partners, and making the best outsourcing decisions (1 Credit).

Just Associates is also participating in AHIMA's Product World, during which its Director of Identity Solutions, Rachel Podczervinski, MS, RHIA, and Rebecca Way, RHIA, Director of Revenue Cycle Business Operations for Northwell Health, will present [MPI Data Clean Up – Creative and Cost-Effective Solutions](#). Taking place on Sept. 25 at 12:15 p.m. in the Exhibit Hall's Theater B, the presentation will examine the importance of accurate patient matching and how to implement core strategies to minimize MPI errors and improve data quality. The perils and pitfalls of over-reliance on technology for decision-making like auto merging thresholds and referential matching will also be discussed, as will best practices for combining people, process, and technology when approaching MPI management.

Just Associates will also be demonstrating its full suite of patient data integrity solutions in Booth #307 in the Exhibit Hall, providing attendees with the opportunity to learn how the firm helps healthcare organizations identify and resolve data integrity issues and ensure accurate linking of patient information. Visitors to the booth can also play the "Spot the Difference Game" for the chance to win a Bose SoundLink micro Bluetooth speaker.

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About Just Associates, Inc.

A recognized leader in health information data integrity and management for over 16 years, 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.