



A Total Care Solution for Baptist Health

SITUATION

In January 2010, Baptist Health of Northeast Florida and Solantic Walk-in Urgent Care formed an integrated, co-branded urgent care network in the greater Jacksonville area and renamed the centers Solantic Baptist Urgent Care. The joint venture was an important step in providing citizens of the Northeast Florida community an enhanced patient experience by offering even more access to continuity of care. By partnering with each other, these two organizations envisioned synergies between the urgent and primary care practices. By satisfying patient needs for both acute and routine care, Baptist and Solantic could better deliver care to their constituents.

PROBLEM

The primary goal of the partnership was to provide an integrated service delivery plan that would help identify at-risk patients and get them transferred to the appropriate point-of-care as quickly as possible. In order to be successful, true integration was required. The traditional methods of phone and fax were not able to provide the response time and data exchange capabilities necessary to meet the patient's expectations, and a rapidly deployable solution was needed in just six weeks.

SOLUTION

To solve these complex issues, Baptist and Solantic turned to the Vitalz Healthcare Platform and their team of experienced healthcare experts to deliver a solution that solved the integration issues between the businesses. Several key components were developed in response, including:

- Secure messaging to ensure HIPAA compliance.
- Cloud-based services to minimize implementation costs.
- Flexible architecture to accommodate unique business workflows.
- Integration capabilities to support non-standard EMR interoperability.
- Deployment philosophy to facilitate rapid ROI.

The combined team of Baptist, Solantic and Vitalz resources used the Agile rapid deployment methodology to quickly identify requirements and complete system designs. In order to minimize adverse impacts to existing operations, various workflows were identified, designed and implemented. Key benefits included:

- Deployed solution required no direct input from Solantic personnel.
- Automated web services allowed for near real-time integration of Solantic EMR with the Vitalz platform.
- Dynamic routing configuration within the Vitalz platform allowed the transfer to be quickly and accurately routed to the appropriate person within the Baptist organization.

RESULTS

The Vitalz technology has streamlined the continuity of care for both Baptist and Solantic.

The organizations are now processing more than 1,000 patient transfers every month, resulting in:

- Increased revenues for both organizations due to referrals.
- Improved continuity of care for the patient as they are moved between organizations.
- Improved efficiency in the transfer of these patients by sharing patient data in advance of the patient's arrival.
- Higher patient satisfaction resulting in more direct patient interactions.

Most importantly, patients are now provided with a total care solution that results in a higher ROI for the Baptist/Solantic Joint Venture partnership.