



MEMBER SPOTLIGHT



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Please share some history about your organization. How did it begin?

General Electric's roots go back to 1878 when Thomas Edison formed the Edison Electric Light Company. In 1896, a year after Wilhelm Conrad Roentgen introduced his discovery of X-rays to the world; GE's Elihu Thompson built electrical equipment for the production of X-rays and demonstrated the use of stereoscopic "Roentgen" pictures, so GE has been in healthcare a very long time.

We are constantly working to make the world a healthier place by supplying the healthcare technology that saves nearly 3,000 lives every day. Our focus is on helping medical professionals make an earlier, more accurate diagnosis of disease and then better equipping them to treat it. We're also designing the tools that make healthcare available in even the most remote parts of the world.

What is your primary solution/service/product?

GE Healthcare provides transformational technologies and services to meet the demand for increased access, enhanced quality and more affordable healthcare around the world. GE works on things that matter - great people and technologies taking on tough challenges.

Our vision is to deliver the next generation of IT performance breakthroughs for health systems caregivers and the patients they serve. **Centricity™ Solutions for Financial Management** is a powerful combination of software, professional services and ecosystem partners that work together to help healthcare organizations optimize their revenue cycle operations, implement risk-based payment models, and better connect with their payers.

Centricity Solutions for Financial Management includes:

- **Centricity Business 6.0** for enterprise-wide revenue cycle management for health systems & large practices
- **DenialsIQ™**, a predictive analytics solution that proactively identifies claims likely to be denied
- **Centricity Financial Risk Manager 6.0**, which enables organizations to manage risk-based contracts
- **Centricity EDI Services 7.0** a Revenue Cycle agnostic, all-payer clearinghouse with financial/clinical data exchanges, advanced analytics and proactive services

How does your solution/service/product help improve the healthcare system?

Today's US healthcare financial leaders operate within a dynamic, volatile marketplace, and face myriad challenges, including managing dozens of payer contracts, optimizing patient revenue collections, and negotiating new risk-based payment contracts. As the line between payers and providers increasingly blurs, Centricity Solutions for Financial Management offers comprehensive IT solutions that help healthcare CFOs improve profitability across their care delivery network. GE Healthcare solutions help improve the healthcare system by helping providers maximize profitability, reduce complexity of managing value-based payments and achieve industry-leading operational efficiency. Our overall portfolio also includes a fully integrated ambulatory EMR and Practice Management system designed to enhance the clinical and financial productivity in over 4000 ambulatory practices in the United States.

Who are your customers?

In the U.S. our customers span the gamut – Integrated Health Systems, Academic Medical Centers, Hospitals, Multi-specialty practices, ACOs, Patient Centered Medical Homes, Provider-sponsored Health Plans, Critical Access Hospitals, individual practices, Billing Services and Payers.

What differentiates your organization from others?

As an outcomes-focused organization, we continue to build a strong portfolio of software, services and a strong partner ecosystem as the key inputs that feed outcomes. These elements support our investment in integrated care solutions. To us, integrated care solutions create actionable insight across the healthcare system and the care pathway, enabling better clinical and financial outcomes. Our customers are no longer looking for software that they can install for some small incremental benefit. They are looking for software-enabled solutions to help them achieve improved outcomes in operational efficiency, clinical quality and financial performance. Improving outcomes drives our product portfolio, which focuses on:

1. Open standards
2. Care management
3. Financial management
4. Analytics and Big Data

Our broad portfolio of Centricity Solutions for Financial Management is unique in that it connects seamlessly with both clinical IT systems and payer IT systems. Centricity Solutions for Financial Management can integrate clinical data from virtually any electronic medical record (EMR) directly into financial operations. In addition, the solutions include tools to share revenue cycle information directly with payers to better manage risk and ensure that healthcare organizations are paid for the services they provide.

Focusing specifically on our EDI Connectivity Solutions – we have been providing cloud-based clearinghouse solutions since 1999. Our Clearinghouse processes over 580 million claims annually for more than 2100 healthcare delivery organizations across the U.S. Over \$185 Billion in claims are processed annually by our Clearinghouse. Unlike many

other vendors in the EDI market, our teams have deep domain expertise in both EDI and revenue cycle so that everything we do is dedicated to delivering financial outcomes for our clients. Our proactive services provide constant monitoring of all transactions processed through the GE Healthcare EDI gateway to identify and help prevent claim processing delays. GE can quickly implement EDI services and immediately begin monitoring the performance of the revenue cycle while managing the technical backend so customers can focus on delivering healthcare and business operations. Lastly, we recently implemented a next generation data architecture that supports new methods for data ingestion, parsing and a wide range of healthcare transactions: X12, XML, HL7 and document images to name a few. This new architecture provides strong capabilities for:

- Data transformation, normalization and enrichment
- Uncovering problems quickly and provide excellent customer service/support
- Managing ever larger volumes of data – both in terms of file size and transaction volume – as well as data speed
- Providing a platform to enable the clinical and financial transactions needed in the changing healthcare landscape, both today and in the future

What major projects is your organization currently working on?

GE Healthcare is current working on a number of initiatives that will positively impact healthcare for provider, payers and patients. We will highlight a few of these initiatives - DenialsIQ™, Centricity Financial Risk Manager and Payer Connectivity Solutions.

DenialsIQ

DenialsIQ advanced analytics from GE Healthcare uses a powerful statistical algorithm developed by GE's Global Research Center that uncovers unseen trends from within claims denials to help provider organizations improve financial performance by accelerating revenues and by avoiding denials before they occur. The solution helps accelerate the revenue cycle by empowering managers with actionable insights about patterns of root cause factors within their claims denials. DenialsIQ helps take the guess work and research out of the denials appeals process while providing the level of granularity and direction to make workflow improvements to help reduce future denials before they occur.

Payer Connectivity Solutions

GE Healthcare is working with payers and providers to develop solutions to support management of Medicare Advantage patients/members, including workflows and near real-time data exchange to facilitate HCC (hierarchical condition categories)/RAF (Risk Adjustment Factor), gaps in care, transitions of care and Annual Wellness Visits. The development includes collaboration with practices and payers for closed loop data exchange in addition to rules/logic and functional application changes to facilitate the required data exchange into clinically integrated workflows.

Centricity Financial Risk Manager

For healthcare organizations engaged in risk-based contracts spanning from shared savings to global capitation, Centricity Financial Risk Manager is a proven, highly scalable and provider-focused technology solution that streamlines management of administrative costs, utilization, and coordinated care of patient populations. Centricity Financial Risk Manager offers comprehensive solutions for provider institutions, health plans, and accountable care organizations that manage partially or fully capitated risk-based contracts as a part of the journey toward value-based care delivery.

Why did you become a WEDI member?

First and foremost, GE Healthcare and WEDI share many goals – improving healthcare information exchange in order to enhance the quality of care and reduce costs – thus making the U.S. health system more efficient. We believe that the combination of WEDI and GE Healthcare thought leadership activities will be a strong force in helping drive and guide the journey toward enhanced quality, improved efficiency and cost-effectiveness. Beyond WEDI, GE

Healthcare participates with many thought leading industry organizations such as HFMA, MGMA, EHRA, HIMSS, ONC, CAQH® CORE and AHIP to name a few – with the common goal of using technology to help improve the quality of healthcare and reducing the cost to deliver that care.

What do you find to be the most beneficial part of your membership?

WEDI provides us with a vehicle to positively influence healthcare and reimbursement reform. WEDI's collaborative approach of bringing together key stakeholders from across the healthcare industry to provide thought leadership and guidance on using technology, knowledge, expertise and information resources to improve the administrative efficiency, quality and cost effectiveness of healthcare information. We view our membership as a strong advocacy and thought leadership opportunity for GE to drive innovation in healthcare IT.

What are some emerging trends you see in the overall industry that your organization provides thought leadership on?

We at GE believe that there is a comprehensive transformation in care delivery on the horizon. Institutions will have to align in new ways to be successful. They will have to communicate with a community of sources they have never had to interact with to a depth beyond the scope they have known. The government is asking for more and reporting and data to be communicated electronically and the boundaries between payers and providers are decreasing:

- Payers are buying practicing and extending their services to their members
- Providers are looking to improve their RAC scores
- Providers are entering into ACO relationships

Provider Networks are growing and demanding better, more seamless communication, consumers want to connect with their network and providers using modern technology and social media. In this environment a leader like GE that creates an Eco-system of market leading solutions, optimized to help providers and payers work together and shift a mindset of outcomes and value based care will be what is needed.

We at GE, believe that creating workflow solutions that help clinical and administrative staff perform optimally, with the data they need in hand, and the tools to use insights powered by advanced analytics to provide better patient care, or perform their job with better outcomes, will position your organization for success.

Some specific examples include:

- Combining and streamlining payer and provider interactions
- Enabling new payment reform models by leveraging software, services and partners to help organizations move to Value Based Care
- Patient engagement and population health
- Using technology and data to provide insights
- Using the GE Health Cloud to support cloud-based solutions protected by sophisticated cyber security