What types of fundamentally new I.T. products and services need to be developed to meet the emerging needs of provider and payer organizations?

The movement towards electronic medical records creates a need for the health care technology sector to advance clinical applications. The development of Availity® CareProfile℠, an electronic health record, facilitates the sharing of additional clinically-relevant data where it’s needed most—at the point of care. Providing physicians and other clinicians with information regarding their patient’s medications, office visits, hospitalizations, labs, and other relevant information across providers can result in improved safety and decreased duplicate services.

How does your company plan to respond to the next-generation needs of your clients?

Seeking to strengthen relationships between various stakeholders, Availity delivers quality administrative, financial, and clinical information to enable a more collaborative approach to health care operation and delivery. Innovative and effective applications such as Availity CareProfile℠ (electronic health records), CareRead℠ (swipe card technology), and CareCollect℠ (merchant services) demonstrate Availity’s continuous recognition of the importance and value of technology in improving the delivery of health care.

How will the definition of “return on investment” evolve in the future?

In the future, the organizational value of ROI needs to be measured by improved stakeholder satisfaction with improved access to health care information and real-time interaction, resulting in improved care and cost avoidance. For example, Availity enables providers to determine patient responsibility in real-time via real-time claim adjudication responses, if payers can support it, and via a calculator tool that estimates responsibility. Availity is also entering the financial arena, enabling providers to collect payment at the point of care via credit, debit, and combination member ID cards. All of these applications improve accounts receivable for providers and streamline the process for patients.

Health Data Management is preparing to celebrate its 15th anniversary. When you gaze into your crystal ball, what kind of health care I.T. do you see in place 15 years from now?

In the future, health care I.T. will need to continue building basic scientific knowledge, and to make the new knowledge useable and accessible at the point of patient care. I believe adverse events will be minimized, electronic medical records will be commonplace, and consumers will be incentivized to better manage their own health care and medical records. An increase in patients’ access to health care information will provide for a more personalized type of health care, shifting health care’s focus away from treating diseases and toward maintaining health.