

## Advanced Patient Advocacy, LLC

### *Vital Services Practice Case Study*

The expectation to have all patient information available, in all places, at all times, creates an unrealistic expectation of healthcare providers and payers. Information is a valuable tool and proper handling of it is critical to remaining profitable. However, many times the volumes and sources of information overwhelm users. Data Integration, both real time and batched, can provide a more automated exchange of information between systems that were not designed to communicate with each other through the use of a standard HL7 protocol. Healthcare organizations are turning to third party vendors in an effort to organize and process information for them with at risk contracts.

Advanced Patient Advocacy (APA) is such a provider. APA, headquartered in Annapolis, MD, is contracted by numerous healthcare organizations that are not positioned to appropriately process uninsured and underinsured patient care. Traditionally, services to these patients created bad debt for healthcare organizations. Many of these organizations may not have the time or expertise to deliver the required information to systems, such as APA's proprietary data store "Darwin", which provide assistance in the discovery of alternative means to settle the debt, i.e. government or other 3<sup>rd</sup> party assistance.

Vitalize Consulting Solutions, Inc. (VCS) was engaged to immediately begin programming, while documenting existing code, in an effort to realize greater efficiencies when dealing with existing and future information integration between strategic customer sites and the APA "Darwin" system. Prior to the engagement VCS and APA resources reviewed the data requirements and delivery methods of that data to establish a baseline for engineering a integration strategy. It was quickly realized that VCS was in a position to provide the necessary resource to fulfill the existing integra-



*APA's Darwin system enables them to capture eligibility for a greater number of patients and gives employees more control in managing case loads.*

tion methods in place and programming expertise to generate reports and standardize code for payment and referral up-load to the "Darwin". Over a three month engagement with daily collaboration between APA and VCS, processes were documented for multiple systems and greater efficiencies were instituted to help APA and their customers realize more successful financial assistance for medical care.

Mike Wilmoth at APA says, "APA sought to partner with a team oriented solutions provider. After careful discussion, we selected VCS because of their reputation in the industry and their like-minded approach to problem solving."

Using proven methodologies, the VCS Team documented levels of standardization which APA will now utilize when engaging future customers with similar data delivery methods. As of February 25, 2009, APA had assisted over 200,000 patients and their subsequent healthcare providers realize government assistance.

**If you would like to learn more about the Vital Services solutions offered at VCS please contact us at (610) 444-1233 or e-mail [vcs@getvitalized.com](mailto:vcs@getvitalized.com)**

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