




DEVELOPING A MEANINGFUL USE CERTIFIABLE EHR

A SaaS company, ClientCo, decides to replace its existing integrative medicine practice management tool with a modernized, scalable, certifiable EHR. Zaazi was hired to architect the requirements document for this new EHR.



As of 2018, 34% of the United States were enrolled in Medicare or Medicaid.[1] As a result, many providers must accept Medicare or Medicaid insurances for health care services. To be fully reimbursed for care provided for patients with public health insurance, care providers must use a “certified EHR technology” or CEHRT. To be certified, an EHR must pass an elaborate technology assessment by the Office of the National Coordinator for Health Information Technology. [Here is a list](#) of the measures that must be passed for certification.

Opportunity

ClientCo’s existing product was originally built for 1-3 practitioner integrative medicine practices who needed a documentation and billing tool. One of ClientCo’s main differentiators was an embedded client relationship management (CRM) system. Over time, ClientCo’s market share had been eroded by new, more robust practice management systems. Large EMR companies had started to offer integrated practice management solutions at a price that was difficult for smaller companies like ClientCo to compete with. To address these challenges, ClientCo decided to pivot to an CEHRT EHR focused on optimizing physician workflows and data analytics. Zaazi was engaged to deliver the requirements document for this EHR.

Expertise Applied

- > Meaningful Use Certification
- > Data architecture
- > Project management
- > Product management
- > Workflow optimization
- > User experience
- > International team coordination
- > Clinical workflows

Solution

Because ClientCo had developed a documentation tool for smaller practices that did not accept insurance, ClientCo’s team had little experience with Medicare regulations governing EHRs. Zaazi educated ClientCo’s leadership and engineering teams on what certification encompasses and why it is desired. Zaazi ensured that ClientCo’s leadership team understood the business cases for each certification element of the intended EHR, the time frame for delivery, and the capital expenditure required. As a result of Zaazi’s education and framework, ClientCo was able to gain approval for the intended EHR from their Board of Directors.

[1] Health Insurance Coverage in the US, 2018.

<https://www.census.gov/content/dam/Census/library/publications/2019/demo/p60-267.pdf>

Expertise Applied

- > 300+ pages of technical documentation
- > 100+ clinical workflows
- > 30 wireframes
- > Data architecture diagram for 100+ tables, 1000+ fields
- > Application security guidelines
- > Quality control framework
- > 7 educational presentations (2 hours each)
- > 100 designs reviewed

ClientCos' sales and product teams were based in the United States, with their development and design firm in Russia. The technical teams had not yet developed a US healthcare SaaS product and were unfamiliar with US healthcare workflows. Since Zaazi was the sole domain expert at ClientCo, many team members were dependent upon Zaazi to quantify requirements for their sprint planning.

Zaazi took a 3-pronged approach to facilitating parallel work. Every cycle, Zaazi would deliver a discrete chunk of the EHR containing background on the specific clinical workflow, wireframes of suggested UI functionality, and persona-based feature requirements. For example, a document on "Patient Demographics" included: why patient demographics are important in the US, a wireframe sketch of an imagined interface, the data fields required by CMS (and optional nice-to-haves) along with plain language descriptions of actions the user will need to take with respect to patient demographics. Zaazi encouraged discussion throughout the cycle to answer questions and tweak rapid iterations. The final portion of the requirements document described acceptance criteria, allowing an effective sprint review.

To accelerate delivery of the EHR, Zaazi encouraged ClientCo to whitelabel 3rd party applications where possible and to use standardized health cloud frameworks like Microsoft FHIR server. Zaazi also authored guidelines on application security and quality control processes required for certification. To ensure the company remained aligned, Zaazi developed a project status board so leadership, sales, marketing and the board could see progress as features were implemented.



Results

Over 4 months, Zaazi's efforts led to 25% of ClientCo's EHR development and 80% of the requirements document completed. By the end of Zaazi's engagement, ClientCo's teams were delivering UI and software features every sprint. Zaazi trained an internal product owner to lead the product to completion. Because of Zaazi's product leadership, ClientCo continued with a sustainable framework for product and tech design.

Zaazi | EMRs/EHRs

The EHR selection process, along with its implementation, tech stack integration, training and support are all significant events in determining the organization value of an EMR/EHR. We have helped clients build their clinical workflows in multi-year projects and worked extensively in the payer, provider, and patient ecosystem. We have completed 2015 Certification (CEHRT) with an EHR, prepared another EHR to certify, advised a third EHR on their telehealth offering, and designed the databases for a fourth EHR down to the table structures and relationships. We are familiar with 30+ EHR interfaces and/or their database decisions. We have gone through MIPS/Meaningful Use pipelines and reported on smaller single-practice EHRs, or larger EMRs with millions of patient records.

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About Zaazi

Zaazi is a medtech consultancy in Boston MA. We help healthcare enterprises leverage technology and grow. Our core strengths include business strategy, clinical workflows, medical software, healthcare data and compliance. We are a go-to resource for strategy, product management and business process analysis.

Our finished projects reduce cost and complexity for our clients and position them to accelerate growth and scale operations. With our flexibility, we carefully apply select resources to projects on an as-needed basis. As a result, our projects deliver a considerable business impact and require a fraction of the investment of a large consulting firm.

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