

# Case study

## The George Washington University Medical Faculty Associates, Inc.

»We examined several medical kiosks but chose the Fujitsu Med-Serv 50, with the PalmSecure Biometric Solution built right in. That was the critical factor in our decision making process«

Praveen Toteja - Chief Information Officer, Medical Faculty Associates, Inc.  
The George Washington University



### The customer

The George Washington University Medical Center, is an internationally recognized interdisciplinary academic health center that has consistently provided high-quality medical care in the Washington, DC metropolitan area, since 1824. The Medical Center comprises the School of Medicine and Health Sciences, the 11th oldest medical school in the country; the School of Public Health and Health Services, the only such school in the nation’s capital; GW Hospital, jointly owned and operated by a partnership between The George Washington University and a subsidiary of Universal Health Services, Inc.; and the GW Medical Faculty Associates, Inc. (MFA), an independent faculty practice plan. MFA is the largest multi-specialty practice in Washington, operates as a non-profit 501 (c)(3) entity and was separately incorporated in 2000. Its functional relationship with the George Washington University School of Medicine is one of the first programs of its kind that places students in clinical settings from the start of their medical school experience.

### The challenge

MFA treats nearly 1,000,000 patients annually, spanning the 47 medical and surgical specialties. The standard method for registering patients, asking them to take a clipboard loaded with forms, was time consuming and did not adequately verify their identities, insurance information, or prevent redundancies or duplicates. Even then, once in the system, patient information is directly tied to insurance and the claims process, and any up-front mistake compounds within the billing department. Any efforts to streamline the traditionally cumbersome registration process must also help enhance the overall patient experience from the moment the patient walks in the door. An improved registration process must also have the commensurate added protection from medical identity theft, with the ideal scenario being that patients would no longer need to share personal identifying information at each check-in, or follow-up.

### The solution

In mid-2009, Fujitsu’s Med-Serv 50 Kiosk, which features the PalmSecure™ biometric solution, was selected by MFA who initially piloted the kiosk and palm scanning technology at their OB/GYN practice. The Fujitsu Med-Serv 50 Kiosk and PalmSecure biometric sensor uses a near-infrared light scan to capture and store a patient’s palm vein pattern during the revised registration process, generating a unique biometric template. The patient’s registration information from the kiosk and palm vein biometric template is then matched to the patient’s new or existing electronic health record (EHR) profile within the MFA patient management system. On subsequent scans, such as during a follow-up visit, it is matched against the profile of the stored palm vein patterns identify the patient. Unlike other biometric systems, the PalmSecure device does not come into contact with the skin, making it extremely hygienic, non-intrusive and unrestricted by external factors such as skin types and conditions.

»Over

### The customer

Country: United States  
Industry: Healthcare  
Founded: 1824  
Staff/Students: 1600+  
Website: <http://www.gwdocs.com/>



### Fast Facts

The George Washington University Medical Faculty Associates, Inc.

- More than 1M patients seen each year
- More than 2500 patient appointments per day
- 47 Medical and Surgical Specialties
- 550+ Providers
  - 400 Residents and Fellows
  - 700 GW Medical Students
- Staffing - 900 employees
- \$425 million in charges per year

**The benefit**

- Rapid Pilot Project Development and Roll-Out Timeline
  - » Proven Technology
- Measurable Decreases in Patient Registration Times
  - » Simplified Administration and Meaningful Use compliance
- Integrated with Allscripts PMS and EHR
  - » Compliant with HIPAA

**Products and services**

- Fujitsu Med-Serv 50 Kiosk
- Fujitsu PalmSecure Hand Guide
- Fujitsu PalmSecure Software Development Toolkit

**The benefit**

During the pilot program, MFA patients were excited at the chance to shrink their registration time, further protect themselves against identity theft and ensure their medical records were complete and accurate.

Front end efficiency also was found to increase, since the administrators could focus their time on other tasks, rather than keying in patient forms.

Patient registration with the Med-Serv 50 also offered an alternative for patients who don't arrive with identification or may be unconscious or unable to communicate. It also can automatically alert the doctors about the patient's medical records, including their medical history, allergies and medications.

The roll-out implementation was done in three phases, steadily increasing the scope of use as the Med-Serv 50 kiosk met the expectations of MFA.

**Phase I** *OB/GYN chosen as pilot group  
Selected only "follow up" visits - No co-pay  
Simplest check-in process  
Designated one front end staff to monitor kiosk dashboard  
Allowed patients to self-select  
Parallel Paper Process*

**Phase II** *Additional Appointment types added  
All front desk staff on dashboard  
Elimination of paper process  
Co-pay integration*

**Phase III** *All Appointments  
All Staff  
Rolled out entire building  
Concurrent roll-outs  
"Go-Live" every 18 business days  
Clean up Appointments  
Training Staff  
Workflows*

**Total implementation time for all 32 kiosks: 6.5 months**

**Conclusion**

Noting the aggressive roll-out timeline, the fundamental focus on quality and compliance was not overlooked. Adherence to HIPAA and MFA's patient privacy policy was strict. Overcoming the inherent flaws in a paper form driven environment, there was nowhere to go but up.

"When we first began to examine the utilization of the Fujitsu Kiosk, it was to align with our work standards elsewhere in the hospital," said Praveen Toteja, chief information officer at MFA. "We had gone paperless across many other functions, so for patient registration why would we stick with paper and clipboards?"

While the Fujitsu Med-Serv 50 Kiosk served as the visual cue to patients that changes were afoot, it was what was happening on the MFA network that is the hidden story. The focal point for this was the integration with Allscripts Enterprise EHR, which included Pharmacy/Mail Order updating, view of order reminders and capture of demographic items for Meaningful Use. Also on the back-end was the integration with Allscripts Practice Management System, which featured easier updates of basic demographic information, improved workflows with dictionary based fields, as well as payment and posting of credit card co-pays.

MFA's adoption of Fujitsu's Med-Serv 50 Kiosk combines digital, paperless patient registration, with the advanced biometric security of PalmSecure palm vein identification solution. This, when further integrated with the Allscripts EHR and PMS solution, provides a powerful platform to maximize efficiencies and improve operational performance, meeting HIPAA and Meaningful Use criteria, and assuring patients the best possible care.

**About Fujitsu Frontech North America**

Fujitsu Frontech North America Inc. offers a wide variety of products including retail point of sales terminals, self checkout systems, kiosks, media solutions, palm vein biometric authentication technology, Ethernet switches, RFID tags and bill dispensers - with sales, service and engineering support throughout the United States. Fujitsu Frontech North America Inc. is headquartered with operations and product development at 25902 Towne Centre Drive, Foothill Ranch, CA. 92610. For more information about Fujitsu products and services, call us at 800-626-4686, or visit us at: [www.fujitsufrontechna.com](http://www.fujitsufrontechna.com)

**About Allscripts**

Allscripts (NASDAQ: MDRX) provides innovative solutions that empower all stakeholders across the healthcare continuum to deliver world-class outcomes. The company's Electronic Health Record, Computerized Physician Order Entry and other clinical, financial, connectivity and information solutions for hospitals, physicians and post-acute organizations are the essential technologies that enable a Connected Community of Health(TM). To learn more about Allscripts, please visit <http://www.allscripts.com/>



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