HCA Continental Grows Referral Network by Double-digits using Nuance PowerShare™ Image Sharing

HCA Continental Division

Organization Overview

HCA Continental Division is one of 13 divisions of the nation's leading provider of healthcare services—Hospital Corporation of America (HCA). As a whole, HCA includes a total of 165 hospitals and 115 freestanding surgery centers across England and 20 U.S. states, where it provides approximately 4-5% of all inpatient care in America.

HCA Continental Division is comprised of eight hospitals located throughout Colorado and Kansas that serve a collective area of six states. Top facilities include Level 1 Trauma Centers Swedish Medical Center in Englewood, Colorado and Wesley Medical Center in Wichita, Kansas. Total, HCA Continental's net revenue is approximately $4 billion.

Case Study Overview

In 2014, HCA Continental Division began a search for a solution and partner that could help its hospitals eliminate excessive CD uploads. Moreover, HCA Continental desired a solution that would provide a tool to immediately upload and view medical images. Soon, HCA Continental found the ideal solution to meet its needs—Nuance PowerShare Image Sharing.

PowerShare immediately gave HCA Continental the ability to share, view and manage imaging in real-time via the cloud on any Internet-connected device. It wasn't long before HCA Continental began seeing not only a reduction in its CD uploads, but also the true power of PowerShare's network effect. In just six months, HCA Continental has magnified the reach of its high-valued physicians, extended the technology to other verticals, connected via the cloud with more than 100 referring providers and improved patient care.

Key Business Initiatives Address

HCA Continental sought to address and increase the following business initiatives with PowerShare: telemedicine, radiology outreach, trauma outreach, physician satisfaction, consumer/patient satisfaction and service speeds.

HIT Design/Solutions and Implementation

PowerShare was implemented simultaneously at HCA Continental's eight facilities in February 2015 and followed the standard PowerShare implementation model, which is focused on time to value.

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Ultimately, high engagement levels among HCA Continental's team and the simplicity of PowerShare's implementation ensured infrastructure was in place within one week of implementation, and the first referring site was connected within just two weeks.

PowerShare Image Sharing is a PowerShare Network solution. The PowerShare Network is a highly scalable cloud-based platform that enables the secure access and sharing of image and imaging data, in real time, across organizations, desktops and mobile devices.

Training
Training is included in the implementation model and is focused on ensuring administrators, end users, and physicians are qualified. Due to the simplicity and intuitive nature of the technology, the training requirements for these three groups are minimal. With a low learning curve, HCA Continental's clinicians and staff took to the solution well and all described it as "easy-to-use and manage."

Support/Maintenance Requirements
The Nuance customer support team becomes engaged as soon as the first site is live and provides 24/7 support. Since PowerShare is a cloud-based service, very little maintenance is required by HCA Continental's hospitals as well as the end user locations.

Investment Components
Please refer to the chart below for HCA Continental's cost components and requirements.

Investment Components	Required	Optional	Not Applicable
Hardware			●
Software			●
Subscription (includes Outreach Services)	● (Operating)		
Licensure			●
Integration		● (Capital)	
Implementation Services	● (Capital)		
Training	● (Capital)		
Support (24x7x365)	● (Included in Subscription)		
Additional Consulting Services		● (Capital)	

Ease of Adoption
Adoption of PowerShare was easy and painless for HCA Continental's IT team and end users. The following factors helped contribute to a smooth adoption:

– The speed and simplicity of the implementation led to quick time to value and adoption

– HCA Continental was assigned a Nuance Outreach Coordinator who was instrumental in quickly engaging, reaching out, and connecting prospective referring providers and facilities. In addition, Nuance Outreach Coordinators continue their efforts in adoption and external connectivity for the life of the contract.

– Very high level of engagement from HCA Continental's internal Imaging System Administrators allowed for the engagement and adoption of over 100 target referring providers to happen very quickly and seamlessly.

Challenges/Barriers (what to watch out for)

The only barrier HCA Continental faced after implementing PowerShare was engaging some of the target referring providers. Most referring providers were eager to connect and share images; however, since these facilities were not invested in the deployment, there was occasional resistance from personnel who feared change and were unfamiliar with cloud-based imaging.

Success Metrics

HCA has achieved the following successes after its implementation of PowerShare:

– **Ninety days after implementation,** HCA Continental had connected 30 referring sites to its network; and after six months, that number jumped to **100 sites.**

– Today, HCA Continental is expanding its referral network by an average of **28% month-over-month** via PowerShare. Many of these providers HCA Continental had never worked with before.

– Before implementing PowerShare, multiple VPNs were required to support HCA Continental's previous image sharing operations. These VPN connections were unreliable and costly in terms of resources. With PowerShare, VPN connectivity was no longer required.

  - Within **six months**, HCA Continental's Wichita Market achieved **100% VPN replacement.**

– HCA Continental's IT team also valued the ability to manage all the connectivity from the central data center location.

The graphs below display the top 10 facilities using PowerShare within HCA Continental's markets of Denver and Wichita over the last 30 days.
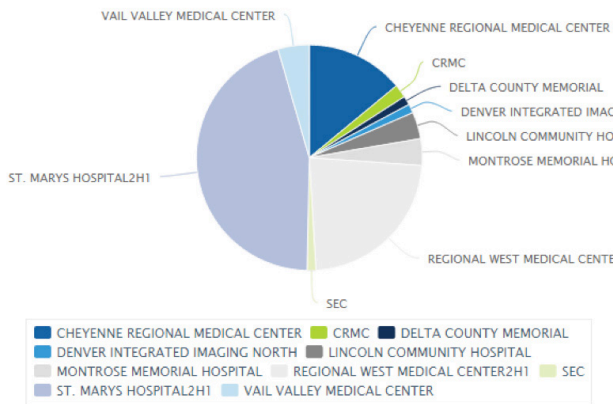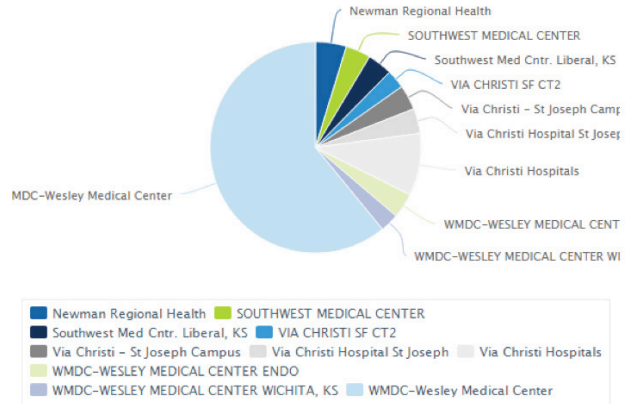
PowerShare in action

Within a few days of installation, a patient on a business trip had an MRI at an HCA facility that resulted in positive findings. Soon after, he returned home to California. Here, the CD he was given did not perform. HCA Continental and Nuance worked together to quickly connect an Accelerator and invited the patient's California physician to join PowerShare. Once the physician joined, the images were shared seamlessly, growing HCA Continental's overall network and eliminating the need for the patient to be rescanned.

Denver

TOP 10 UPLOADS BY INSTITUTION FOR LAST 30 DAYS

Wichita

TOP 10 UPLOADS BY INSTITUTION FOR LAST 30 DAYS

Top Three Lessons Learned

– **Be Proactive:** Most importantly, by taking a look at all the offerings PowerShare made available, HCA Continental was able to see the true power of the network early on. The provider wanted a solution that could help it reduce its CD uploads, but it got so much more. By taking PowerShare to the enterprise level and expanding it from radiology to cardiology, neurology, telemedicine and more, it was able to extend the reach of its high quality physicians to approximately 100 referring sites and counting. If HCA Continental had confined the use of the solution to radiology, it would have merely scratched the surface of the network's capabilities for other hospitals and patients.

– **Word of Mouth:** By leveraging existing relationships with referring providers and engaging directly with them about the ease and power of the network, adoption increased quickly. HCA Continental rarely received pushback from other sites. However, when it did, having a HCA Continental team member personally explain the benefits was beneficial in changing perception.

– **Enlist a Provider to Fit YOUR Needs and Beyond:** While there were other vendors in the market that HCA Continental could have enlisted for its image sharing needs, it quickly learned that no one had an entire network like Nuance. PowerShare was the only solution that facilitated better quality patient care, improved operational efficiency, increased referrals and collaboration via the secure, real-time exchange of medical images and diagnostic reports.

Key Comments from Third Party Provider Validator
Nuance Named Leader in 2015 peer60 Medical Image Sharing Report:

"When we see a company's mind share figure outpacing the market share figure, it's an indicator that the company's market share is poised to increase in the future. To get our mind share figures, we ask our respondents if they are considering switching vendors. If they indicate they may be switching, we ask them whom they are considering as a new vendor. In this study, more hospitals [who are considering a switch] mentioned Nuance as their top choice, which means a greater piece of the market share pie is coming Nuance's way in the future."

–**Chris Jensen,** Director Corporate Development, peer60

"Organizations are being tasked to communicate efficiently both in and out of their networks to provide clinical insight to physicians beyond one person or office to a much broader team involved in the continuum of care. PowerShare addresses the information sharing challenge physicians face today with a network that supports things we've dreamed of doing for years."

–**Keith J. Dreyer,** D.O., Ph.D, FACR
Vice Chairman of Radiology
Massachusetts General Hospital
Associate Professor of Radiology
Harvard Medical School

What Would You Do Differently?

"Honestly, looking back, there is nothing we would do differently with our implementation of PowerShare. Nuance was a great partner in every part of our implementation—everything from laying out project goals, helping with training and more. Ultimately, they delivered on what they sold and we have been able to see a generous ROI."

–**Andy Draper**, Chief Information Officer, HCA Continental

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