

## Driving ROI

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The Case for a Proven GI  
Procedure Documentation  
Software Solution for ASCs

# The Case for a Proven Software GI Procedure Documentation Solution for ASCs (Ambulatory Surgery Centers)

Ambulatory surgery centers (ASCs) performing gastroenterology or gastrointestinal (GI) procedures are part of the rapidly growing outpatient procedure market. They face challenges that are different than the larger hospital systems with which they compete. ASCs have similar fixed costs as hospitals in the form of salaries, equipment and supplies, which means they must drive efficiency and higher capacity utilization to create a reasonable return for their shareholders. Thus, ASCs face significant financial pressure to increase case volumes, manage patients efficiently and receive accurate compensation for procedures performed.

Hobson & Company (H&C), a leading research firm focused on Return on Investment (ROI) studies and understanding the key sources of value driving the need for emerging technologies, worked with Provation, the leading provider of GI procedure documentation, to explore these challenges and learn how industry leaders are responding. H&C conducted independent research consisting of in-depth interviews with Provation clients and found that the Provation GI procedure documentation solutions addressed a broad range of these industry-specific challenges to deliver a quick and compelling ROI. Research has shown that effective GI procedure documentation can improve both the accuracy and the continuity of care, while driving significant operational efficiencies and cost reductions.

The goal of this research study and paper is to highlight examples of validated use cases where the impact of Provation is not only strategic, but also measurable based on key metrics confirmed by current users of the solution. Customer research identified the following common industry challenges:



## Traditional procedure documentation processes are inefficient

Research has shown that the typical dictation, transcription and review documentation cycle is error-prone and inefficient for both providers and administrators. Electronic procedure documentation has been found to drive efficiencies for both providers and administrators.



## Manual procedure billing processes are inaccurate

The disconnect between a physician who documents a procedure and the administrative staff who submits billing for that procedure introduces the opportunity for billing errors. Customers noted that automated generation of billing codes driven from procedure documentation resulted in more accurate and comprehensive invoices.



## Reporting is critical to increasing efficiency and utilization

ASCs require visibility into their business operations in order to improve key business metrics such as number of referrals, procedure room turn-around time, and number of procedures performed per day. However, they often lack the technology required to provide these business insights.

Customer research identified Provation solution benefits across two broad business objectives:

## INCREASE EFFICIENCIES

### Reduce physician time spent on documentation

Using traditional GI procedure documentation methods, physicians typically dictate notes for a procedure, which are then transcribed. The physician must carefully review the transcription to make sure there are no errors or omissions before approving. Any corrections add additional review cycles, consuming physician time and focus to complete. Provation's rich medical content, anticipatory interface and one-click procedure notes enable a physician to rapidly and accurately document a procedure. Additionally, Provation's native image capture, intuitive user interface and real-time continuous impression generation streamline the procedure documentation process.

*"With Provation, it takes 2 minutes to complete the note after a procedure.*

*Compared to the dictation, transcription review, and correction process, Provation saves the physician at least 20 minutes per procedure."*

- Administrator

Customers interviewed reported:



# ↓10 Minutes

REDUCTION in physician documentation time spent per procedure

### Reduce administrative time spent on billing

Administrative staff must read each dictated and transcribed procedure report in order to assign the appropriate billing codes. This error-prone process often requires rework and additional reviews. Provation's intelligent procedure documentation generates coder-ready notes reducing the administrative time and effort required to review procedure reports and accurately bill for procedures.

*"There is at least 30 minutes or more saved per procedure in administrative time required to complete the billing process."*

- Administrator

Customers interviewed reported:



# ↓15 Minutes

REDUCTION in administrative billing time spent per procedure

## Reduce time spent on compliance reporting, audit preparation and ad hoc reporting

Compliance and registry reporting are time-consuming and largely manual processes with individual reports requiring 100+ data points to be submitted per procedure. Manual registry submission leads to errors and omissions creating inaccurate reports. Provation utilizes structured data to streamline compliance with regulatory reporting such as the GIQuIC registry. Users can easily run 100+ defined reports or customize their own reports.

### Customers interviewed reported:



# ↓16 Hours

REDUCTION in time spent reporting per month

*"Provation reports dramatically reduce the amount of effort that we would have to exercise to submit regulatory reports manually. We were not compliant in submitting these reports prior to Provation."*

- Physician

## Reduce or eliminate paper processes

Paper charting processes increase the cost of supplies including folders, special printers, photo paper, and toner cartridges. Storing paper patient files consumes office space. Provation significantly reduces or eliminates the need for paper charting for procedure documentation by leveraging data standards and integration to enable electronic sharing of patient and procedure information with other appropriate medical departments and organizations.

*"We had color printers on every cart. The toner cartridges and photo paper were very expensive. Since implementing Provation, we don't use those printers anymore."*

- Administrator

### Customers interviewed reported:



# ↓\$2.00

REDUCTION of the cost of paper-based processes per procedure

## IMPROVE ACCURACY

### Increase revenue by increasing the accuracy of billing

Most physician procedure documentation lacks the required detail and specificity to accurately and comprehensively capture all aspects of a given procedure. Provation drives clinically accurate, coder-ready procedure notes that are delivered immediately after the procedure is complete ensuring that billing submissions are accurate, complete and timely.

*"With Provation, we are more accurately capturing what happened during a procedure and are billing for it much more accurately. This increase in billing accuracy has resulted in increased revenue per procedure."*

- Nurse Manager

Customers interviewed reported:



↑1%

**INCREASE** in revenue due to improved accuracy of procedure coding and billing

### Perform more procedures through streamlined documentation

Inefficient procedure documentation, hand-written patient discharge instructions and other manual processes consume physician time that could otherwise be spent performing procedures. Provation's native image capture, anticipatory interface, and rich medical content reduce the time required to document a procedure freeing up the physician to perform more procedures.

*"With Provation, we were able to reduce our turn-around time by 6-8 minutes which enables us to perform 2-3 incremental procedures per physician per day."*

- Director of GI Operations

Customers interviewed reported:



↑1 Procedure

**INCREASE** of one incremental procedure performed per physician per month due to more efficient documentation



### Increase patient referrals through managing referring physician network more effectively

Most patients are referred to the organization by local physicians. However, the organization does not have visibility into which local physicians are or are not referring patients. Provation provides out of the box reporting that enables facilities to track and manage referring physician trending driving more procedure volume.

*"Without Provation, we would have never known that our own providers were not referring patients to our own facility."*

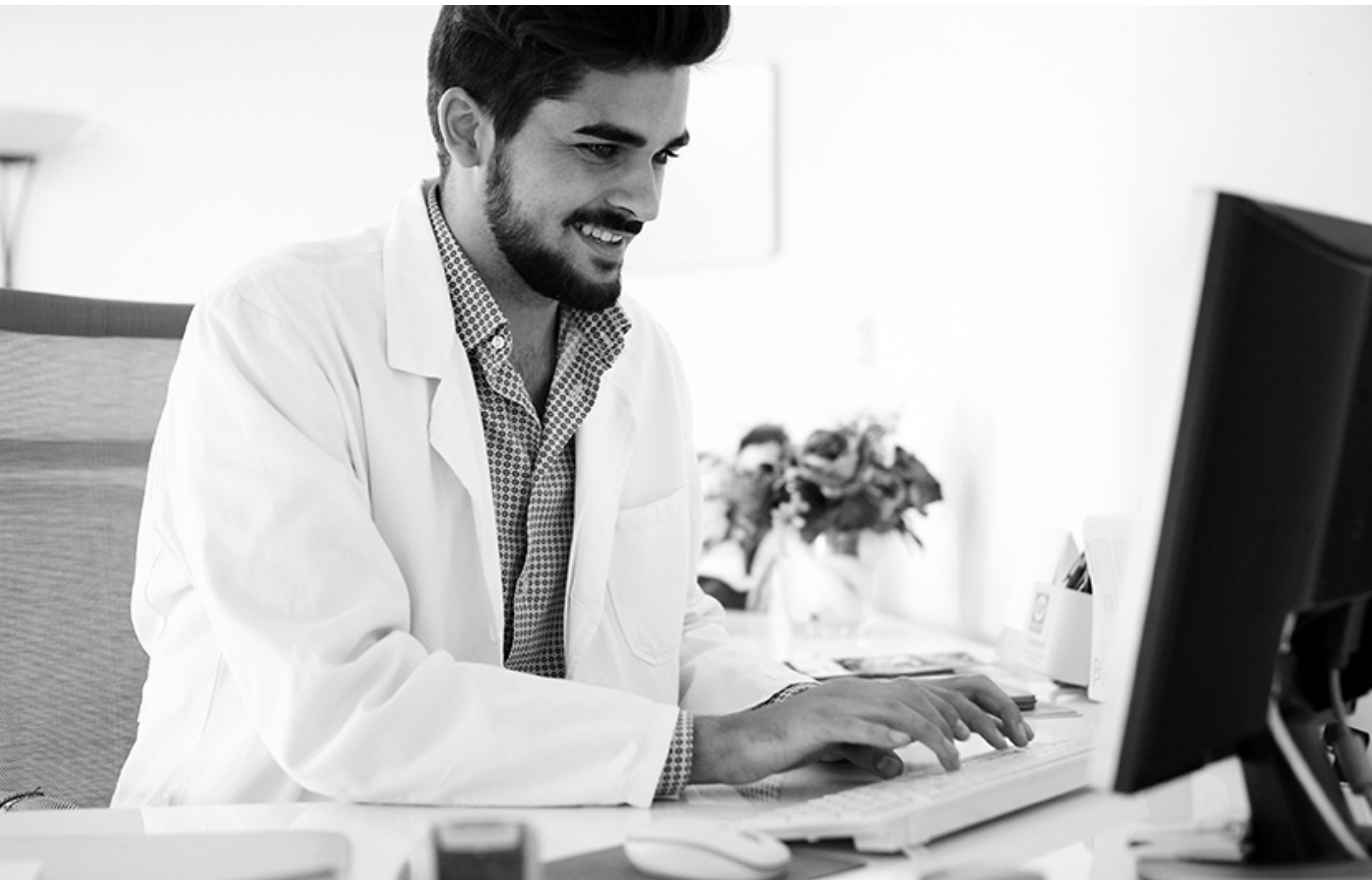
- Nurse Manager

Customers interviewed reported:



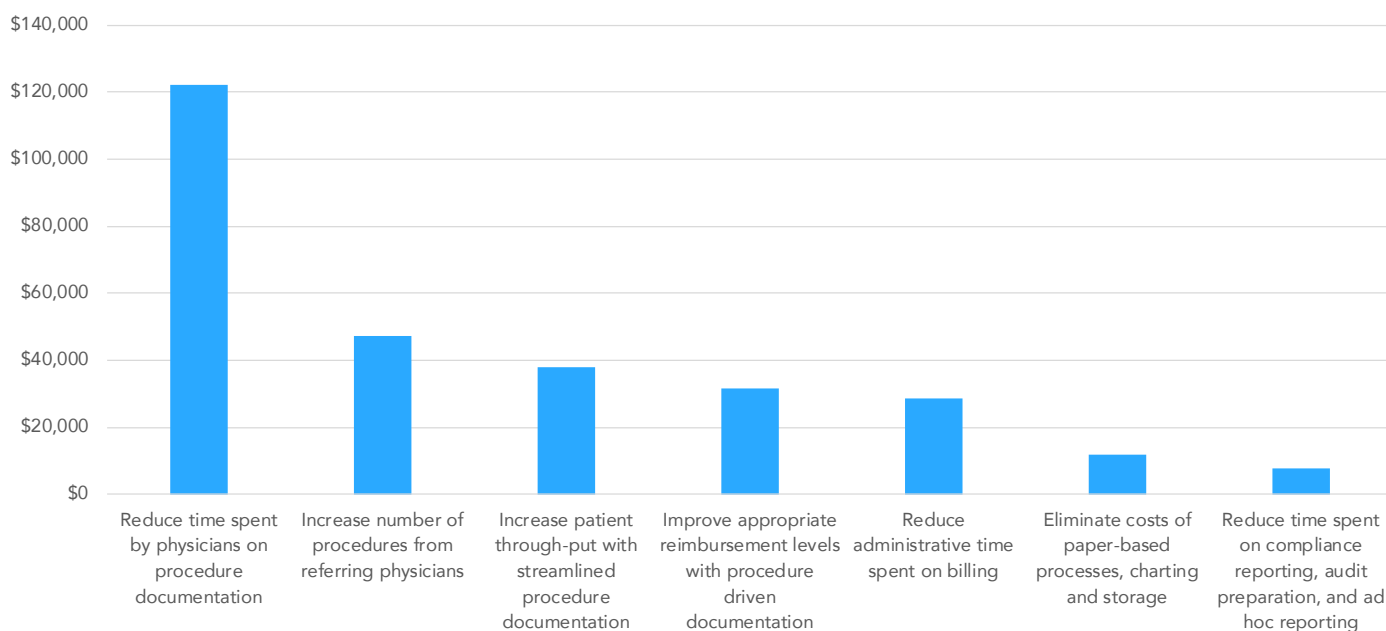
↑1.5%

INCREASE in patient volume due to increase referrals



## IN SUMMARY

Seven discrete organization-wide benefits were identified during the customer interviews for this research paper. Below is a sample of those benefits and their potential annual value to an ASC that has four providers performing roughly 4,000 GI procedures annually.

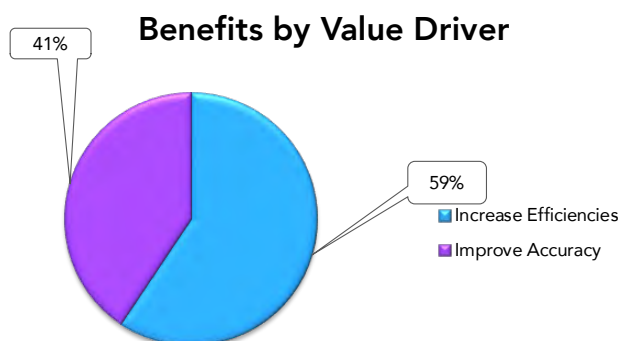


## KEY ROI FINDINGS

The value of Provation’s procedure documentation solution is immediate and demonstrable. A sample ASC that has four providers employed by the ASC performing roughly 4,000 procedures per year can realize significant financial benefits from an investment in a proven GI procedure documentation solution. For this type of organization, annual benefits can exceed \$270k per year.

For this sample organization, Provation can generate a positive return in 6.2 months. The three-year net present return-on-investment is very strong at 447 percent. The key financial metrics for the sample organization were calculated by standard methods.

Financial Metric	3-Year Value
Payback (months)	6.2
ROI	447%
Monthly Cost of Waiting	\$17,581





### **About Provation**

Provation is a leading provider of clinical productivity software for healthcare professionals, with solutions for intelligent procedure documentation, order set and care plan management, and perioperative documentation. Provation solutions help providers increase operational efficiencies, business profitability and regulatory compliance by improving quality, streamlining workflows and enabling insights. Serving over 2,500 hospitals and ambulatory surgery centers (ASCs), Provation is trusted in more than 80% of the top U.S. hospitals for gastroenterology (GI) and GI surgery. Learn more at [provationmedical.com](http://provationmedical.com).

### **About Hobson & Company**

Hobson & Company helps technology vendors and purchasers uncover, quantify and validate the key sources of value driving the adoption of new and emerging technologies. Our focus on robust validation has helped many technology purchasers more objectively evaluate the underlying business case of a new technology, while better understanding which vendors best deliver against the key value drivers. Our well researched, yet easy-to-use ROI and TCO tools have also helped many technology companies better position and justify their unique value proposition. For more information, please visit [www.hobsonco.com](http://www.hobsonco.com)