



## Position Paper | July 16, 2012

### **Advancing Healthcare's Transformation in the Evolving Healthcare Landscape**

On the heels of the Supreme Court's decision to substantially uphold the constitutionality of the Patient Protection and Affordable Care Act (ACA), it is clear the national and state debates will continue for months to come. Certainly, the latest action to repeal this legislation by the House of Representatives attests to that. Meanwhile, hospitals are bracing for an expansion in their Medicaid rolls and the number of Accountable Care Organizations (ACOs) now exceeds 150.

In spite of this dynamic environment, the job of transforming healthcare must press forward. There is widespread consensus on several critical initiatives embodied in both the ACA and in the American Recovery and Reinvestment Act (ARRA) where the industry can make progress. As a leader in managing critical communications for healthcare, Standard Register is ready to support providers and payers in meeting the challenges associated with new care models and expanded demand for services.

We expect providers and payers to be impacted in four key areas and we've aligned our resources to help with this transformation in care delivery:

- Shift from pay-for-service to pay-for-performance with payments bundled
- Seamless care via ACOs, health information exchanges, patient-centered medical homes
- Population health management through primary care, preventive medicine and chronic disease management
- Meaningful use of EHRs (driven by HITECH component of the ARRA) to improve care delivery

We believe communications are critical to healthcare's successful transformation. Healthcare is essentially becoming a "team sport." Providers across the continuum need to be aligned and connected to better coordinate care, drive out unnecessary costs and share in the incentives. At the same time, patients need to be more fully engaged and become active participants in their care if we intend to improve outcomes, reduce costly re-admissions and better manage chronic diseases.

Standard Register has packaged its Workflow Optimization Services, iMedConsent Solution and SMARTworks® Clinical Enterprise platform to improve coordination of care and drive efficiency across the continuum. Our sales engineers and implementation team are helping healthcare providers automate and improve content and processes across the continuum, including informed consent, patient access/registration, clinical workflows and patient discharge.

In working with clients, we find 30 percent of hospital documentation is still managed on paper, even among those hospitals that have fully implemented electronic health records (EHRs).

We're helping providers to automate their remaining data so they achieve the primary goal of Meaningful Use – making measureable improvements to the quality of care.

Standard Register's Content and Workflow Optimization Services are complemented by SMARTworks® Clinical Enterprise which acts as the engine for this transformation, driving efficiency, establishing positive patient identification, ensuring that patient information is secure and accessible to caregivers across the continuum.

Our iMedConsent™ solution, developed by our Dialog Medical subsidiary, gives providers the means to improve patient-doctor communications and pave the way for patient-centered care. Drawing on a library of 2,200 procedure-specific consent forms, anatomical images, pre-procedure and discharge instructions, drug monographs and over 4,000 patient education documents, the Web-based application prepares easy-to-understand materials that allow patients to make informed decisions about their care, to better prepare for treatments and care for themselves after discharge.

Standard Register has also built a robust, digital healthcare communication platform which can play a pivotal role in engaging patients and the broader community which is on track to include 30 million people who once were uninsured.

The focus on population health management, preventive care and better management of chronic disease brings a larger communication challenge than clinical support systems can address alone. We afford health systems the ability to complement patient-doctor communications with an integrated program of highly targeted, personalized communications via e-mail, mobile, Web portals, social media, direct mail and printed materials that communicate, educate and engage specific patient populations – in the way they prefer and which can be measured.

In support of public-sector healthcare payers, Standard Register will be unveiling the industry's only health plan-specific project management software to manage the complexities of creating, producing and deploying member communications in compliance with regulatory requirements. A scalable solution, marcomNAVIGATOR™ will integrate all areas of the health plan environment -- compliance, IT, creative services and operations -- providing efficient workflows and reporting to reduce the opportunity for error and compliance risk, lower administrative costs and improve member communication.

Effective management of critical communications and workflows are essential to healthcare's successful transformation and to the economic success of payers and providers. These are our core competencies, acquired as we have worked with our healthcare partners to provide innovative solutions for nearly 100 years. We believe that with this considerable expertise and capability, we are uniquely positioned to assist our clients with achieving measureable improvements in the coordination of care, patient engagement and the quality outcomes while driving substantial efficiencies and cost savings.