NAME

Jennifer Anderson

TYPE

Guardian

Demographic:

Female   32   years

Alpharetta, Georgia

Single

Quote:

" *I am the face of the company, so it's my responsibility to provide a great customer service experience.* "

Skills:

Administrative office skills with basic computer, typing, and internet skills. Ability to use fax, copier, microfilm machine and multiline phone system.

Technology:

Business Goal and Objectives:

The Business needs a new modern self-service enterprise electronic Medical Record Delivery application that's more effective and efficient than the current legacy application. This new application should be high-tech, scalable, user-friendly, streamlined and aesthetically pleasing. The business expects the new system to increase revenue and reduce operation and labor costs. The system should meet HIPAA-compliant regulations, minimize breaches, and help clients manage, protect and leverage health information to achieve operational improvements. The business's primary objective is to integrate all of the legacy application platforms into a single enterprise application to support all customers.

Persona Narrative:

Jennifer Anderson is a Release of Information Specialist (ROI).

As the client service representative, she receives incoming requests for multiple streams of information. She is tasked with responding to requests by opening mail, assisting walk-in patients, answering telephone inquiries, and retrieving facsimile inquiries. Often times, Jennifer travels to multiple sites based on the needs of the region that she services. Mostly, she has access to the internet, but in sites in rural areas she may not. In those circumstances, she has to go to the nearest WiFi cafe or hot spot to submit requests. When Jennifer is processing medical record requests from a large requester, she may not have the ability to mass print medical records. For smaller batches of medical record requests, she does have the ability to print medical records. Whenever large print jobs are needed, Jennifer leverages other Healthport resources to print those requests.

Motivations:

Jennifer's main motivation is to safeguard and protect the patient's right to privacy by ensuring that only authorized individuals have access to the patient's medical information. She ensures that all releases of information are in compliance with the request, authorization, company policy, and HIPAA regulations.

Goals and Needs:

- Process medical records information in a timely and efficient manner by ensuring accuracy
- Complete the release of information requests including retrieving patient's medical charts, returning charts, copying/scanning medical records accurately and correctly
- Reviews the accuracy of scanned documents and ensures documents reflect the details specified by the requester
- Provide excellent customer service by being attentive and respectful; ensuring understanding of customer requests and follows-through as promised
- Organize workload and prioritize work tasks to meet production goals
- Complete ROI requests with the ability to retrieve and return, scan, transmit, and validate authorizations for patient medical information
- Upload scanned medical records to our corporate data center using a high-speed Wi-Fi internet connection
- Responsible for retrieving medical records (both paper and electronic forms) from various healthcare facilities on behalf of health plans and other clients

Frustrations:

- Lack of web access in rural areas while traveling to different clinical sites
- The current system does not have a clear intuitive workflow, which requires lots of training from management and other coworkers
- It's challenging to keep track of the status of the completed and incomplete medical record requests
- It's highly time-consuming to manually enter customer and patient information in the system
- It's overwhelming having to learn multiple applications to perform daily tasks, manage clinical data entry and medical record uploads
- Poor notification of medical record request letters waiting to be processed
- Too much work sent at one time so it's hard to prioritize your workload

Channel Mix: