

SocialClimb Case Study

"Magical" Transfer of EHR Data with Healthjump

SocialClimb relies upon the expeditious, efficient delivery of patient data from each of its client healthcare practices.

From SocialClimb's inception, obtaining that data has been a challenge.

Historically, the delivery of patient data from a client to SocialClimb occurred in one of two ways:

FTP (Some Assembly Required)

The SocialClimb team would work with the client's IT team to run a nightly report. The report would gather data for patients at a predefined targeted point in their care cycle. The data would then be automatically relayed to SocialClimb — often using customized tools that the SocialClimb team would be compelled to help the client's IT team build, and then train them to use.

HL7 (Cumbersome and Costly)

HL7 is an Affordable-Care-Act-mandated data transfer protocol. A major challenge with HL7 is that the data is not encrypted, so maintaining all-important HIPAA compliance requires setting-up Virtual Private Network connections between the practice and SocialClimb — an expensive and difficult process.

*"Every time we touch the data, move it, store it, we have to be cognizant of all the HIPAA security rules. **One breach could end our business.**"*

-Ty Allen, SocialClimb CEO



Healthjump Benefits

Security

Healthjump's data transfer eliminates worries about potential breaches that could result in HIPAA violations.

Speed-to-Implementation

SocialClimb implementation for a new customer can now be completed in days not weeks.

Speed-to-Market

Healthjump gives SocialClimb the ability to move fast in entering a market for a given source system.

Ease-of-Management

Healthjump eliminates the need for the SocialClimb team to devote time and resources to the disparate EHR solution providers their clients use.

A Better Way

SocialClimb was producing consistent results for their clients, *even with* the constraints of the two available data transfer methods.

A new SocialClimb client, an orthopedic clinic, suggested that they look into a company called Healthjump. The new client wanted to use Healthjump to get SocialClimb their data.

"The Healthjump team came in and told us a magical story that we wanted to believe, but weren't sure we could."

When Ty told the Healthjump team about the too time-consuming, inefficient, headachy data transfer methods – the Healthjump team said, *"You guys can stop doing all of that."*

The Solution

Healthjump offered a far simpler solution: **the Healthjump Agent**. The Agent software is installed on the client's servers - typically less than a 30-minute process.

For clients that use cloud-based EHR solutions, no installation is necessary; Healthjump connects directly to the client. Once installed, the agent automatically finds and sends the appropriate patient data every day.

*"What used to take us weeks or months is now a **20-minute** installation process and configuration."*

Ty and the SocialClimb team were thrilled to find that the Healthjump solution worked as promised.

Healthjump's Impact on New Business

As expected, Healthjump's technology made a swift, dramatic, and much-appreciated impact on SocialClimb. Healthjump made it possible for the SocialClimb team to perform their jobs faster, easier, better, and more securely.

About SocialClimb

In today's world, social media holds the power to provide a massive boost to the prospective fortunes of any business.

At its most fearsome, social media also holds the power to lay waste to the future prospects of a business.

With the push of a button or click of a mouse, in hours or minutes, a single consumer review can spread like wildfire across the globe.

It is crucial that all businesses carefully cultivate and monitor customer feedback. Failure to do so is akin to playing Russian roulette: far too much is left to chance in a game of astoundingly high stakes.

Helping Practices Play To Win

SocialClimb manages the task of cultivating and monitoring patient feedback for healthcare practices. SocialClimb improves the process, automates it, and makes it easier and more convenient for patients to provide it.

Perhaps most importantly, SocialClimb relieves practices of the burden of constant management of precious patient feedback.

SocialClimb has been astoundingly effective in this role, boosting patient ratings and reviews for each client **by nearly 20 times**, on average.

Average consumer ratings for most SocialClimb clients receive a significant boost within a short time.

Most clients enjoy an increase in search engine rankings, typically attaining a top-three Google ranking in **three to six months**.

“Once we launch the Healthjump agents, we’re running on cruise control. We’ve actually started ramping-up our sales and implementation timelines because of Healthjump.”

Healthjump even made it even easier for SocialClimb to acquire new clients. Quite often, prospects would be intrigued, even excited, about what SocialClimb would be able to do for them. Then they’d learn about what would be required from their end to make the process work. The result was sometimes akin to poking a balloon with a pin: the interest level of the prospective client would suddenly deflate. **The Healthjump implementation helped eliminate SocialClimb's barriers to acquiring new business.**

An Excellent Beginning to a Long and Productive Relationship

Healthjump has even helped the SocialClimb team to improve their end product. If the client requests that the customer survey perform a more granular drill-down in a particular area of concern or interest, Healthjump makes it easy for the SocialClimb team to comply. A simple adjustment to the Healthjump API tweaks the data flow as needed to achieve the desired results.

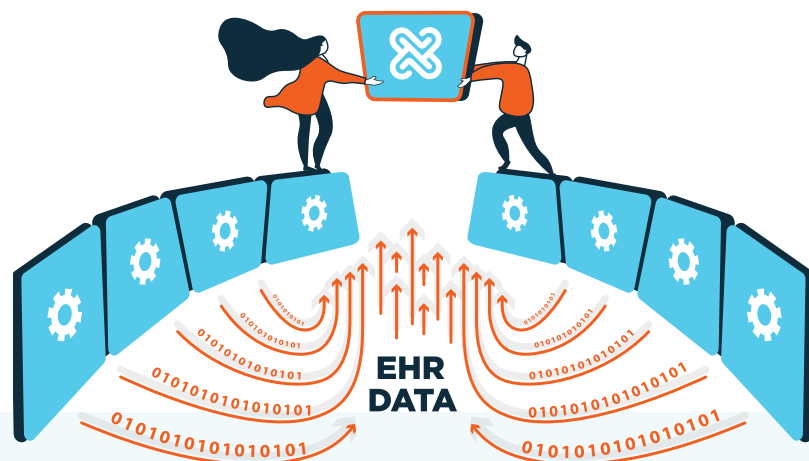
How did the implementation of Healthjump’s data transfer process go for that first client? Without a hitch, Ty reported. And that first project touched-off a veritable explosion of subsequent projects.

In only seven weeks since that first project, nearly ten new clients implemented the Healthjump Agent – an average of more than one new client per week. Ongoing, Ty anticipates implementing Healthjump with at least 100 new clients in the next year. A happy ending to a magical story.

“Healthjump gives us additional flexibility to respond to changing customer needs as they discover new ways that they want to use our system.”

Though it may have seemed so when Ty first heard about it, the Healthjump data transfer process isn’t a magic wand; it’s firmly rooted in Healthjump’s proprietary technology.

But if the results are reminiscent of magic, well, so much the better. After all, shouldn’t the best technology seem a bit magical?



Want to learn more?

Visit our pricing page at healthjump.com/pricing to learn more about our packages.