



CASE STUDY



Hardware, Software Combination Helps Health Data Services Company Scale to Meet Growing Needs



Sharecare Health Data Services provides the exchange, delivery and integration of protected health information. An industry leader, Sharecare fulfills medical record requests via electronic and print delivery for thousands of healthcare facilities across the United States. Sharecare excels in helping healthcare providers navigate the complex arena of statutory compliance. Following their guiding principle of every person in the company always treating every medical record as if it were their own, the Sharecare solution helps healthcare providers reduce their business risk by protecting the integrity of patient health information.

“WHEN ALL IS SAID
AND DONE, WE FEEL
LIKE QUADIENT
HAS BEEN A TRUE
PARTNER WITH US.”

**Kevin Allen, Sharecare
Director of Operations**

Situation

Within the healthcare ecosystem, there needed to be an easier way for people to obtain their medical records while upholding the latest compliance, security and privacy standards. Sharecare Health Data Services answers those needs by offering capabilities such as release of information (ROI), electronic health record (EHR), chart indexing, audit and chart review, disability and Family and Medical Leave Act (FMLA) form processing, and billing-office workflow tools and services. Sharecare's outbound document automation strategy to support this includes Sharecare's portal for electronic records, as well as physical in-house document output and mailing supported by Quadient solutions.

Challenge

Over the years, Sharecare continued to exceed growth expectations, which led Sharecare Director of Operations, Kevin Allen, to seek a new partner that could grow with them while maintaining the unparalleled integrity and privacy needed to meet customer and HIPAA* expectations. Mr. Allen, who oversees the company's quality control, electronic delivery and print and mail activities, is also responsible for resolving problems generated within the Sharecare workflow and, thus, continually seeks solutions to streamline mailing operations while increasing capacity and containing rising postage costs.

Solution

Sharecare processes a large volume of HIM (Health Information Management) requests each month. To manage this volume safely and securely, they chose Quadient® Impress, an outbound document management platform offering intelligent barcoding, business rules, and document integrity. Mailroom efficiency is ensured with Quadient's production-level folder inserters and AIMS (Automated Insertion Management System), which delivers a closed-loop verification process, ensuring HIPAA compliance by tracking every page along the insertion journey. Furthermore, Quadient helps streamline the shipping of priority packages and solving the need for IMpb-compliant shipping labels. This provides the added benefit of package tracking data within the Sharecare Record Management system, providing the customer service department more access and information when requestors call checking on status of records.

* Health Insurance Portability and Accountability Act, a U.S. law developed by the Department of Health and Human Services, defines privacy standards to protect patients' medical records and other health information provided to health plans, doctors, hospitals and other health care providers. HIPAA gives patients control over how their personal health information is used and disclosed.

Making an Impact

Through the collaborative relationship between Quadient and Sharecare, a comprehensive solution was implemented, further advancing document preparation, mailing and shipping operations. With a combination of Impress and data quality plug-ins, Sharecare is able to continue the highest level of data integrity and privacy while further scaling their business. Additionally, Quadient's two DS-600 folder inserters with AIMS closed-loop verification provide real-time reporting, helping to further streamline operations.

At the conclusion of the implementation of the Quadient solution, Mr. Allen wrote an enthusiastic letter of appreciation. "It turns out the initial demo pretty well matched the actual performance of the complete Quadient-brand solution, including the Impress software, AIMS and the folder inserters. We added a few curve balls, changed the project scope and the Quadient team took it in stride. Estimated timelines, speed estimations and budget were right-on. When all is said and done, we feel like Quadient has been a true partner with us versus the more traditional customer-vendor relationship."



About Quadient®

Quadient is the driving force behind the world's most meaningful customer experiences. By focusing on Intelligent Communication Automation, Parcel Locker Solutions and Mail-Related Solutions, Quadient helps hundreds of thousands of customers worldwide simplify the connection between people and what matters.

For more information about Quadient, visit [quadient.com](https://www.quadient.com)

