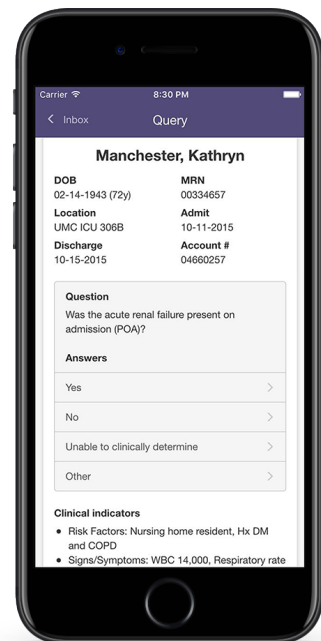# Artifact Health: *Clarifying* Physician Documentation to Drive Quality

Over a decade ago Marisa MacClary spent a day with physician billing coders and noticed forgotten stacks of bills in every cubicle. Those bills were claims that could not be processed because they were missing information from a clinician. They were likely to be written off as bad debt.

The experience led MacClary to design software to solve that problem, and more recently to becoming the CEO of Artifact Health.

Artifact is a cloud-based platform that manages clarifications of clinical documentation between providers, clinical documentation improvement (CDI) specialists and hospital coders. MacClary and co-founder, Meir Gottlieb, worked for two years to build a partnership to test the software at Johns Hopkins Health System. Soon, the opportunity landed in the hands of Dr. Mindy Kantsiper, an Assistant Professor of Medicine and Hospitalist at Howard County Hospital.

> We weren't happy with the query process as it stood," *said Kantsiper*. **"It was a neat opportunity to pilot something new."**

CLINICAL CHAMPION:
Mindy Kantsiper

An Artifact pilot launched in fall 2016. Kantsiper's staff adopted the application readily, which drove the compliance rate up. Query work became mobile, and fit in better with the hospital's work shifts. More queries were being answered so the accuracy and quality of physician documentation improved at her hospital.

"Compliance can be time suck for frontline staff," said Kantsiper. "[But this] seems to save us time and yet improve our performance."

The high adoption rate among the 70 physicians participating in the pilot is thanks in part to the Artifact team spending weeks at the hospital understanding the workflow of providers, CDI specialists and coding staff and creating an application that saves them time. Artifact worked with the Technology Innovation Center to get their application integrated into the electronic medical record.

In many hospitals, physician queries are sent via fax or email. Physicians wait until they are at a desktop computer with access to the electronic medical record to answer queries. The process is disjointed, and many messages go unanswered.

"To be able to answer a query on my phone and have it go directly into the medical record is much easier and more convenient," said Kantsiper. The application also engages physicians by leveraging behavioral tendencies; it shows the users their response rate and average response time in relation to their peers.

Kantsiper says Artifact's potential impact on patient care is indirect, but important: it helps the hospital get credit for its quality of care and avoid unnecessary penalties. Less money spent on penalties means more resources for taking care of patients.

ARTIFACT'S JOHNS HOPKINS CHAMPIONS:

PETER GREENE, MD
Chief Medical Information Officer

REDONDA MILLER, MD, MBA
President of the Johns Hopkins Hospital