SymphonyCare Helps MEDSEEK Enter Population Health Management Market

Abstract

Symphony developed the SymphonyCare technology platform as a comprehensive population analytics and clinical workflow tool to help healthcare providers and payers adapt to evolving delivery requirements. After carefully vetting SymphonyCare as a performance- and market-tested product, MEDSEEK acquired the Symphony-built technology to add powerful clinical and financial capabilities to their market-leading patient engagement offering.

> "Our decision to acquire SymphonyCare was cemented by its powerful data integration, information delivery, and analysis capabilities." - Kyra Hagan, VP of Product Strategy, MEDSEEK

The "Accountable Care" Challenge

In 2009, the wake of the Affordable Care Act left many companies trying to build complex care management systems on top of existing EMR systems to keep up with the new healthcare quality and cost requirements; however, most of them failed to design a system that could scale effectively with the vast amounts of data from millions of patients, creating an excellent market opportunity for both healthcare providers and technology vendors in position to improve healthcare quality and cost performance in the new world of accountable care. Such a task requires a proactive approach and a dedication to continuous health improvements, which made Symphony a natural candidate to build a population health management system. As a company, Symphony has developed mature processes over its 17 years in business, and these processes were put to the test when architecting SymphonyCare's complex data model, which took into account all clinical, financial and administrative data from a health system's disparate data sources.

Case Study: SymphonyCare - MEDSEEK

Stepping Up to the Plate

Symphony started developing the SymphonyCare system in conjunction with one of the largest and most prestigious academic health systems in the country. This beta client needed a clinical workflow and analytics tool to help manage high-risk pregnancies, and eventually serve as the technical backend for all of its care management needs. Symphony worked closely with the client to build a flexible system that would scale well for any healthcare payer or provider. As a result, SymphonyCare became a comprehensive provider-side workflow management tool that could handle any and all data sources, identify patients down to a granular level, provide configurable workflow down to the individual patient, and deliver a number of different analytics and reporting tools to further improve clinical operations and risk management.

Future-ready System Taken to Scale

In late 2012, after a lengthy selection process with dozens of vendors, one of the largest health plans in the United States chose SymphonyCare for a Proof of Concept project to test the technology under rigorous conditions in terms of scale and utilization. SymphonyCare met or exceeded client performance standards while withstanding 3 million patients, 270 million patient claims, and over 550 concurrent users. In passing this test, SymphonyCare succeeded where many had failed before—scaling a complex care management system to millions of patients necessary to run large population health management programs for the country's premier health plans and health systems.

Re-inventing the Marketplace

Due to SymphonyCare's reputation as a fully featured system for population health management that can be taken to scale in a variety of settings, MEDSEEK, a provider of patient engagement tools already at use at several large health systems, was the perfect player to pair SymphonyCare with its own complementary, market-leading offering. MEDSEEK acquired the SymphonyCare product in October 2013 to create an end-to-end product that incorporates their state-of-the-art patient CRM and patient engagement tools and SymphonyCare's powerful clinical workflow functionality.

"This acquisition presents an opportunity for MEDSEEK to quickly align our proven patient engagement technology with new healthcare delivery requirements brought on by healthcare reform," said Kyra Hagan, VP of Product Strategy at MEDSEEK. "We were looking to augment MEDSEEK's existing patient-facing technology stack with a proven clinical analytics and business intelligence solution." Hagan continued, "Our decision to acquire SymphonyCare was cemented by its powerful data integration, information delivery and analysis capabilities.

In particular, we were impressed by SymphonyCare's robust semantic layer that enables users to navigate available data sources, ask their own questions of the data, and translate that data analysis into evidence-based, highly personalized, patient-centered care plans."

At Symphony we are similarly convinced that MEDSEEK is now equipped with the technologies necessary to make a strong impact in population health management with a solution that addresses the full population health management cycle.

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