Phynd

SIMPLIFYING PROVIDER DATA MANAGEMENT

One Provider. One Profile.
Across the Healthcare Enterprise.

Phynd Unified Provider Management (UPM)
Frequently Asked Questions

What is the Phynd™ Unified Provider Management (UPM) Platform?

Phynd UPM solves the universal problem of out of date, isolated and out of sync provider data within hospital IT systems and amongst end-users. It is a new type of IT resource for hospitals that is a real-time, on-demand platform. Phynd UPM ensures that the right information is in the right systems at the right time to ensure users always have access to accurate information on the healthcare providers they need.

Why is the Phynd UPM platform a "breakthrough"?

The Phynd ecosystem harvests provider updates continuously from external sources, internal systems, and departmental users who are engaging with providers all-day, including the providers themselves. New data is added into a provider profile, in the Phynd UPM platform, and is then synced with all systems that are integrated with it. Therefore updating the information before hospital users even know they need it.

What is a Single Provider Profile™ (SPP)?

The SPP is a core feature of the Phynd UPM platform that ensures it acts as a single source of truth for provider data. The SPP includes the provider's essential information: credentials, licenses, ID numbers, specialization, affiliations, locations, contact information and contact preferences. Other data fields can be added. Each provider has only one SPP, which is searchable through the Phynd Search tool.

How can the hospital confirm that provider data in the Phynd UPM platform is accurate?

The status of Phynd UPM profiles is maintained in real-time and will indicate if a provider data profile becomes out of date or unverified. Phynd UPM administrators are alerted of these status changes and can review an audit trail to place the profile back in a verified state.

Phynd UPM Frequently Asked Questions

Does SPP data quality deteriorate over time?

No. Each provider profile has a unique Phynd Score that is calculated based on a client's priority of specific data fields and the freshness of the profile. Phynd Scores are managed via tools in the Phynd UPM platform. In fact, the provider data quality improves with both frequency and duration of system use.

How will the Phynd UPM platform help us improve patient care?

Clinicians communicate in real-time about patient issues all day. Without up to date and available provider data, effective and accurate communication is challenged. By expediting a hospital's provider-to-provider communication, Phynd UPM enables faster and better decision-making by the patient-care team.

How will the Phynd UPM platform save us money?

Phynd UPM saves hospitals money in a couple of keys ways: By drastically lowering the labor required by each department to keep provider data fresh and by eliminating billing delays due to new providers/providers on the fly not being in the EMR initially and being added on the backend.

How will the Phynd UPM platform help us increase revenue?

Phynd UPM enables departments to provide a better customer experience, which can increase revenue. Additionally, Phynd incorporates referring physicians beyond your traditional boundaries and enables your organization to maintain accurate data on these providers to support more effective and efficient marketing, communications and long-term growth.

How will the Phynd UPM platform help us improve relations with our physicians?

Phynd provides a terrific service to physicians through the search feature on Phynd.com and the Phynd mobile apps. Physicians need to communicate daily with their peers and Phynd is the de-facto source for accurate physician contact information. The Phynd UPM search capability is available to your entire referring base with no limits on size or geography. Additionally, a physician is only required to complete and update one profile for all of the institutions and locations with which he/she is affiliated, reducing the burden on the physician yet facilitating communication with the caregivers he/she must interact with.

Phynd UPM Frequently Asked Questions

What kind of report and analytics are available on the Phynd UPM platform?

The Phynd UPM platform provides over 40 standard reports that provide insights into provider data management, provider sanctions and licensure, provider marketing, and provider practice types. Custom reports can also be developed to meet unique customer needs.

Why don't our existing IT systems keep our healthcare provider data accurate?

Because no other system provides a broad suite of tools that are optimized for updating and verifying healthcare provider information. Every healthcare IT system has a provider directory but they are typically locked down and accessible to a select few individuals. The Phynd UPM platform complements all systems: EMR, credentialing, data warehouses and ancillary systems to ensure they are operating with the same accurate and verified information.

Will the Phynd UPM platform work with our existing IT systems, including our EMR?

Yes, the Phynd UPM platform integrates seamlessly across the entire healthcare enterprise and integrates with all other IT applications.

Why/how is the Phynd UPM platform better than what we have now?

You now have many redundant teams managing their own provider data priorities in their own IT system siloes. The Phynd UPM platform unifies these teams' efforts under the common goal of operating with more accurate provider data.

How often does the Phynd UPM platform feed updated provider data to the hospital's IT systems?

Provider data is updated in real time as they come in from external, internal and end-users.

What integrations does the Phynd UPM platform support?

The Phynd UPM platform synchronizes provider data real-time, bi-directionally through its Phynd Mapper tool that allows for an easy data transfer between many systems that support HL7, Flat File, XML and a custom FHIR API.

Who manages the Phynd UPM platform?

The Phynd UPM platform is managed by the hospital through several permissioned roles and end-users. Phynd UPM is designed as a thin-layer platform that enables hospitals to easily update and validate provider information within a structured, distributed model.

Phynd UPM Frequently Asked Questions

Does the Phynd UPM platform require the purchase and installation of new software and/or hardware?

The Phynd UPM platform is provided as Software as a Service (SaaS). Therefore it does not require additional hardware or software on the part of hospitals and/or providers.

How much time is required for orientation and training?

The Phynd UPM platform syncs data with internal systems using the Phynd Mapper. This is a lightweight IT tool that requires a day or so per application sync-up.

In an emergency or other special situation, can the hospital communicate with all providers simultaneously?

Yes. The Phynd UPM platform supports real-time multi-modal communications with all individuals in the system, including hospital employees and Phynd UPM end-users. Filtering can occur at the facility or department level.

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