



Success Stories...

DataBay Application Support Guides Pocono Health System Through First UB-04 Data Submission to PHC4

The Challenge

A long-time employee of Pocono Health System with many years experience submitting inpatient and ambulatory surgery data to the Pennsylvania Health Care Cost Containment Council (PHC4) left the organization in November 2007, leaving the task of the third quarter 2007 state data submission to two employees who were just being introduced to the process.

Compounding this challenge was PHC4's conversion from requiring UB-92 to UB-04 data for the third quarter 2007, greatly expanding the number of variables that health care organizations from across the state now had to submit. Simultaneously, Pocono Health System's data software vendor, Siemens Corporation, was updating the health system's programs to meet these new reporting requirements. And, DataBay Resources had just released an updated version of its Check software – which Pocono Health System uses to validate its data prior to submission – also to account for these new variables.

The Solution

As Pocono Health System's new users Dee Ueberroth, HIM Manager, and Veronica Zichelli, Senior Programmer Analyst, worked to familiarize themselves with the process, the initial December 31, 2007 deadline for data submission to PHC4 was fast approaching. Health care organizations across the Commonwealth were struggling to comply with PHC4's new requirements. "I didn't even have the appropriate software loaded on my desktop to get started," reflects Ueberroth. "During my first call to DataBay Application Support, the staff member was able to load everything onto my computer from her remote location, and I knew then that DataBay would provide me with the tools I'd need to make this project succeed."

Ueberroth and Zichelli compiled a comprehensive team of individuals from within various departments in the health system. Their knowledge, combined with the experience of Siemens Programmer Praveen Gadde and DataBay Application Support Team members Jan Armstrong and Sue Flaherty, moved the data collection and submission process steadily forward in the months that followed. "We contacted Application Support more than a dozen times in late 2007

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and early 2008, and we were always met with a 'can-do' attitude by the staff at DataBay," Zichelli explains. "No one wasted time pointing fingers and trying to determine which organization should fix which problem. DataBay's response was to find answers to every issue we were confronted with that we couldn't resolve on our own."

DataBay worked with Ueberroth and Zichelli to detect and fix errors across a variety of different fields. Discrepancies were eliminated as staff from hospital

Veronica Zichelli
Senior Programmer Analyst
Pocono Health System

departments, Siemens and DataBay worked to solve problems identified by DataBay's Application Support team. During this time, PHC4 twice extended its deadline for third quarter 2007 UB-04 data submission to give all health care organizations statewide extra time to adequately prepare their data to meet the new requirements.

"DataBay's Application Support staff was sympathetic to our challenges, and worked proficiently with us to solve them," says Ueberroth. "Pocono Health System was lucky to have DataBay on our team."

The Outcome

Pocono Health System met the PHC4 final deadline for third quarter 2007 data submission. And, they were highly confident in the integrity of the data they submitted because it had been validated through DataBay Check.

"This is a true demonstration of a successful outcome thanks to teamwork and perseverance," says Ueberroth. "Communication was a key throughout the project, and the positive, reassuring attitude and diligent problem-solving ethic of the DataBay Application Support Team gave us the confidence to push through this process to successful completion."

"We would have been completely lost without DataBay," Zichelli adds. "And we wouldn't have met our deadline. DataBay helped us to increase efficiency while decreasing the errors in our data. Going forward, we anticipate a much smoother data submission process. Thanks to all of the hard work done the first time around, future UB-04 data submissions are going to be a piece of cake."

The Partners

Pocono Health System

Pocono Health System, located in the Pocono Mountains of northeastern Pennsylvania, manages five healthcare subsidiaries to collectively provide services to residents and visitors of Monroe County, Pennsylvania, and surrounding counties in Pennsylvania and New Jersey. Pocono Health System is committed to the highest quality of care and the prevention of illness, the promotion of wellness and the restoration of health in an environment of collaboration, compassion and respect. Visit the web site at www.poconohealthsystem.org.

DataBay Resources

DataBay Resources is a national leader in market analysis systems. Since 2000, DataBay has provided valuable, cutting-edge, customized health care market intelligence software, reporting services and analysis to improve the market and financial positions of hospitals, health systems and ambulatory surgery centers. DataBay's Check software saves clients time, money and other valuable staff resources by ensuring the integrity of their data submission process. The Check data editor allows users to validate and edit discharge data for accuracy prior to submission. Clients also benefit from the expertise of the DataBay Application Support Team, whose multiple years of experience with the software tools have prepared them to address issues with proficiency. For more information, visit the web site at www.databayresources.com