Iodine Software Artifact 2021

Query Transformation Solution to Simplify Physician Response

Performance Report | **December 2021**

iodine

Artifact:
Query Transformation Solution to Simplify Physician Response

Why This Spotlight?

Clinician burnout is a major concern for health systems. Burnout comes from various factors and can be tackled in a variety of ways. With the end goal to improve patient outcomes and decrease clinician burnout, Artifact, an Iodine Software Solution, provides a physician querying process designed to decrease duplicate efforts and speed up answers to clinical documentation coding questions. This report seeks to validate the experiences of organizations using Artifact.

What Does Artifact Do?
(A Customer Explains)

"Artifact Physician Query Management can be used on a mobile app or integrated into an EMR. It is a web-based electronic query tool that allows providers to receive and respond to messages about documentation. The product is secure and provides a lot of efficiency and ease of use for providers. It helps us understand where a particular task is in the process, and it eliminates some manual tasks because it automatically notifies us." —Director

Bottom Line

Customers are highly satisfied with Artifact, and all respondents would buy the solution again. Satisfaction is generally driven by the noticeable outcomes that come from adopting the technology, successful and efficient implementations, and straightforward, easy-to-use functionality. Some respondents mentioned minor concerns such as wanting more customization in certain features.

Key Competitors
(as reported by Iodine Software)

3M, Cerner, Epic

Top Reasons Selected

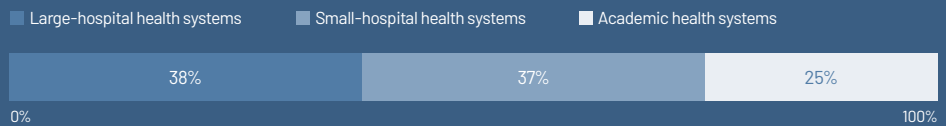Unique technology, ease of use, works with both CDI and coding tools

Number of Customers Interviewed by KLAS

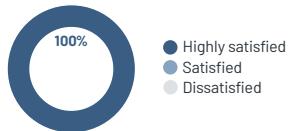8 individuals from 8 unique organizations (out of 13 unique organizations provided by Iodine Software)

Survey Respondents—by Organization Type (n=8)

- Large-hospital health systems
- Small-hospital health systems
- Academic health systems

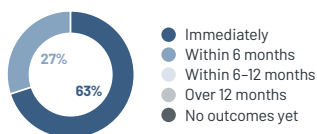| 38%	37%	25%

0%   100%

Artifact, an Iodine Software Solution
Customer Experience: An Initial Look

Overall Customer Satisfaction (n=8)

100%

- Highly satisfied
- Satisfied
- Dissatisfied

Time to See Outcomes (n=8)

27%
63%

- Immediately
- Within 6 months
- Within 6–12 months
- Over 12 months
- No outcomes yet

Outcomes Expected by Customers

✓ Achieved	✕ Not achieved
⧖ Pending	★ Unexpected outcome

Faster physician query response time	✓
Query management for remote workforce	✓
Efficient COVID-19 response	★
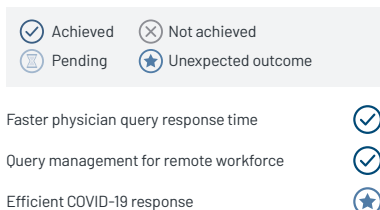
Key Performance Indicators (1–9 scale)

Supports integration goals	Product has needed functionality	Executive involvement	Likely to recommend	Would you buy again? (n=8)
B+	A	A	A+	● Yes ● No
(n=7)	(n=7)	(n=7)	(n=8)	**100%**
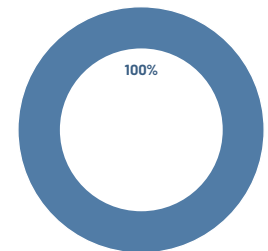
Grading scale

A+ = 8.55–9.0	B+ = 7.65–7.91	C+ = 6.75–7.01	D+ = 5.85–6.11	F = <5.22
A = 8.19–8.54	B = 7.29–7.64	C = 6.39–6.74	D = 5.49–5.84	
A- = 7.92–8.18	B- = 7.02–7.28	C- = 6.12–6.38	D- = 5.22–5.48	

Adoption of Key Functionality

Percentage of interviewed customers using functionality

EMR integration	(n=8)	100%
Mobile provider app	(n=8)	100%
Automatic report delivery	(n=8)	88%
Configurable real-time dashboards and reports	(n=8)	88%
Query template library	(n=8)	88%

0%   100%
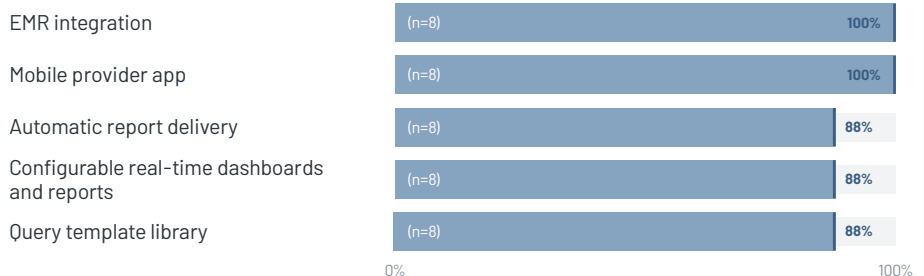
Strengths

Successful implementations

"I have been in the healthcare business for a long time, and I have installed a lot of products. The implementation of this product was the most successful one I have ever done. The implementation was sharp." —Director

Tangible outcomes achieved

"Our primary focus was getting a higher response rate for our query volume. Prior to implementing Artifact Physician Query Management, our percentile was somewhere in the 70s. After moving to Artifact, we were in the high 90s. We also wanted a quicker turnaround time, and we achieved that outcome relatively quickly." —Director

Broad, intuitive functionality

"Artifact Physician Query Management is quite possibly the best product I have worked with. When we roll it out to providers, they can log in without any problems. The system is very intuitive, and we haven't heard any complaints. Iodine Software offers us more functionality than we knew we could want or need. I don't know what more we could ask for." —Nurse

Opportunities

Some desire for new, more customizable features

"One of the things we are missing that we had in our previous query workflow is the ability to notify providers within our EMR that they have an outstanding query. We would also like to see some improvements to Artifact's template designs." —Vice president

KLAS' Points to Ponder

The Positives:

Iodine Software acquired Artifact Health in May of 2021 to supplement their AwareCDI solution. Iodine announced on Dec 1, 2021, that Advent International now has a significant stake in the business after purchasing shares from existing shareholders. Iodine says the deal puts their valuation at over $1 billion, putting them in unicorn territory. These activities reflect these products' growing market presence and adoption by healthcare providers. The Artifact solution is a well-designed mobile physician query platform that improves physician query responses, which in turn improves clinical documentation and optimizes revenue. The solution's secure direct messaging can be integrated into the EMR.

Mike Davis

HCIT market research and analysis expert with 40+ years of experience

Organizations should consider the following:

The Solution's Long-Term Viability in Healthcare

CDI tools to improve documentation accuracy require an efficient physician query function to close the CDI loop. When organizations achieve good physician adoption of query applications, that reduces turnaround times and the overhead for managing the CDI process. High customer satisfaction with support, training, and implementation drives quick clinician adoption and ROI. Physician adoption is also supported by Iodine's use of standardized and compliant query templates based on partnerships with AHIMA and ACDIS. Artifact is a more effective query solution than existing email or EMR in-basket functions.

Impacts and Trade-Offs of the Underlying Technology

Artifact is hosted by Datica, which uses the AWS cloud platform. Datica provides all security, network, and server functions and is HITRUST certified. Artifact mobile services are in the process of being certified for the Epic App Orchard, and they are

certified by Cerner for use with the CODE solution. Currently, Artifact does not use an AI engine or Iodine's ML engine. AI integration is likely to drive higher query performance. Clients would like the templates to be more customizable to improve their ability to conform to organizational CDI process. Standard AHIMA and ACDIS templates ensure compliance, but the trade-off of customizing those templates—done through Iodine's Artifact Query Template Editor—is the risk that they will be made non-compliant by those changes.

Considerations for Query Template Design Strategies

One component of CDI is designing query templates that will drive physician adoption and reduce query turnaround times. Solutions like Artifact provide a library of query templates that meet AHIMA and ACDIS guidelines. While templates can help launch the query program, most organizations also want the ability to customize queries. Customization processes should include input from the clinical teams. Organizations should

also consider the differences between the needs of, for example, hospital-based physicians versus primary care physicians. Additionally, query templates and processes should be included in physician training programs.

Considerations for Query Service Evaluations

Designs for integrating query services into the EMR should usually take into consideration how physicians currently receive query notices. If physicians are currently receiving notifications via EMR in-baskets or via email, the integration design should include the ability to provide a query notice in these environments, with a link to the query function. These capabilities, along with direct messaging for query notification, will provide communication flexibility that will improve physician adoption. Query products certified by the EMR vendor's app store will likely support some of these capabilities. Artifact, an Iodine Software Solution, provides these capabilities.

Iodine Software: Company Profile at a Glance

Healthcare Executive Interview

William Chan,
CEO

Why was Iodine Software started?
Iodine's mission is to drive healthcare technology by designing convenient, efficient technology for physicians who will more effectively provide high-quality care to patients. The Artifact mobile query solution allows physicians to respond securely, compliantly, and efficiently to questions about their clinical documentation.

What is the biggest differentiator of Iodine Software's query solution?
Artifact integrates across multiple EMRs and streamlines workflows for large, multi-EMR health systems. It incorporates compliant query template libraries from the American Health Information Management Association (AHIMA) and HCPro/Association of Clinical Documentation Integrity Specialists (ACDIS). Also, reporting frameworks are user friendly.

Founder
William Chan

Year founded
2010

Headquarters
Austin, TX

Number of Artifact customers
17 (at time of research)

Number of Iodine contracted hospitals
800

Number of employees
>130

Revenue model
SaaS

Target customer
Large health systems

Solution Technical Specifications (provided by Iodine Software)

Cloud environment
AWS/Datica

Development platform
Node.js

Database environment
MongoDB

Mobile application environment
Mobile web service; mobile apps through Apple and Google

Security platform
HITRUST certification

Confidentiality
HIPAA and BAA

Data encryption
TLS 1.2, AES-256

Integration approach
HL7 V2.x, SMART on FHIR

HITRUST certification
Yes

Report Information

Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

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KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS's best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

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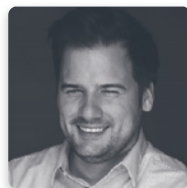
Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.

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Our Mission
Improving the world's healthcare through collaboration, insights, and transparency.
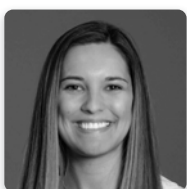
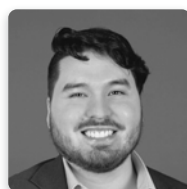365 S. Garden Grove Lane, Suite 300
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