

The Paperless Future of Healthcare and Life Sciences



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DocuSign's eSignature solutions modernize healthcare and life science organizations by eliminating paper and antiquated signature processes while meeting compliance requirements and reducing costs and errors.

Introduction

Your management and IT departments are driving towards tomorrow's wholly digital world, making critical technology investments in an effort to streamline your business. Unfortunately, they often overlook a critical last step.

A hospital or medical office might be state of the art—until a patient walks in the door and is handed a clipboard full of paper forms to fill out, which then must be manually keyed in, costing precious time, and possibly resulting in serious errors.

A pharmaceutical company may be conducting clinical trials on a groundbreaking new drug, but their crucial documentation and signature procedures are often stuck in the past. They must wait for forms to be e-mailed, faxed or overnighted, and then wait for documents to be signed and returned, often back and forth between multiple locations, adding significant time to the approval process¹.

There is a hefty price tag to this inefficiency: The Association for Information and Image Management estimates that signed paper documents cost an average of \$6.50 per page to handle and process. However, there is a better, quicker, and cost-efficient solution to streamlining critical healthcare and life science processes in a paperless way; with DocuSign's fast and secure eSignature solutions.

The dotted line affects your bottom line, and the following demonstrate how your business can take those final steps into the paperless future.



"DocuSign's eSignature solution for patient on-boarding has had a significant impact on our organization. Patients are delighted because they no longer have to arrive early to fill out paperwork—instead, they can complete it anytime, anywhere, on any device when they have all information available to them. Providers are pleased because the charts are populated with correct information before the visit which allows for a more efficient visit and eliminates frustration. Staff is happy because the data is 100% legible, all required information is provided and the administrative processing time is reduced from 8 hours to 30 minutes."

Kate Griggs
Performance Improvement Leader
GreenField Health

Struggling Along the Paper Trail

Time is money, as the old saying goes, and never has this concept been more applicable than in today's fast-paced world where many business processes are conducted instantly and globally. Of course, any technology is only as fast as its slowest point, and paper forms, contracts, and documents are the quicksand that bogs down your entire way of providing care and doing business.

However, time is not the only issue with those stacks of paperwork. The following are some of the issues involved with the collection and processing of paper.

- **Slow**

In a medical office, there's a waiting room full of patients filling out clipboards full of forms, which then must be manually keyed in before the doctor can actually see the patient, with the backlog growing throughout the day.

During clinical trials, consent and result forms must be mailed or faxed, then resent if any information is missing. Days of waiting can easily turn into weeks or months trying to track down everyone and get their signatures.

Continued

- **Expensive**

It's estimated that every piece of paper costs an average of \$6.50 to process. Then there is the cost of mailing, especially for overnight services, and rates are constantly increasing. Many man hours are needed to handle the printing, distribution, collection, processing, and storage of all those papers, and extra staff may be required to handle the backlog.

- **Full of Errors**

In a crowded waiting room with phones ringing and babies crying, someone has to manually key in all of the patient's crucial medical history. Mistakes are bound to happen, and a single errant keystroke may have serious consequences by failing to provide correct family history, drug allergies, test results, etc.

Successful clinical trials hang in the balance of the test results and compliance to regulations. Transcription errors can void results from entire segments of participants or bring trials to a halt.

- **Security Issues**

It doesn't take an expert hacker to find sensitive material left on a copy machine, or stacks of file folders sitting on a desk or in unsecured storage areas.

- **Compliance Risks**

Failure to comply with HIPAA regulations can be extremely costly. With mountains of paperwork being generated every year, complete patient privacy and 100% compliance becomes less and less likely.

When you prepare your clinical trial for that final review, can you be certain all of the FDA regulations have been addressed somewhere in those piles of papers? Have they all been properly filled out and signed? Is anything missing?

- **Storage and Availability**

Where are all those paper forms and documents going to be stored, and how accessible will they be when needed? How is it even possible to work efficiently, error-free, and be compliant with file cabinets full of paperwork in different rooms, buildings, or even geographic locations? One document in the wrong folder can spell disaster.

- **Unhappy Patients, Unhappy Staff**

Going to the doctor or having procedures is stressful enough, without the patient being bothered filling out and signing redundant stacks of forms. And while the primary focus of a medical facility's staff should be on patient care, they can spend hours a day keying in forms, gathering and verifying all of the necessary paperwork, and making sure results and requests get into the right hands.

The entire paper trail from start to finish is slow, costly, inefficient, full of errors, vulnerable to security breaches and compliance failures, and

just simply aggravating for all involved. How much better would the patient/doctor experience and business environment be if it could be paper-free?

Paperless is the Future of Healthcare

Imagine a medical office that starts the day with all of their patients' accurate medical histories, signed consent forms, and insurance information already updated and in their systems, and all of the co-pays already paid for and processed? What if patients had the ability to fill out and sign all of the required paperwork on their home computer or handheld device before arriving for their appointments? What if physicians and staff could also enter all findings and test results, and authorize recommended treatments, prescriptions, and procedures? How would patients and staff benefit?

Imagine clinical trials where signed consent forms have a turnaround time of just days or hours, and test results can immediately be processed and analyzed? What would be the time and financial savings of such paperless procedures?

- **Fast and Efficient**

Staff could immediately check in both existing and new patients with accurate information. Immediately after the consultation or procedure, patient follow up actions can commence, insurance claims can be filed, and billing initiated.

During clinical trials, what once took weeks or months waiting for signatures and results could now only take days or even just hours.

- **Compliant and Safe**

Multiple levels of verification and encryption protect Personal Health Information (PHI) for complete privacy and HIPAA compliance for medical offices and their patients.

KOL event data, sampling, and clinical trial information is verified at the point of entry, so when trials are complete, there won't be any surprises with lost documents, empty fields, or missing signatures. Documents are 100% in good order.

How Does DocuSign Work?

The goal of DocuSign is to allow people to complete and sign anything, anywhere, anytime, and on any device. The process is simple and easy: choose a document, select recipients, use the DocuSign drag and drop icons to highlight where data entry and signatures are required, and then send. Recipients fill out and sign the required information and send it back—and it's all safe, secure, and legally binding.

DocuSign enables end-to-end automation of document workflows as data fields can be collected, captured, and verified at the point of signature, eliminating the need to "pop out" paper documents that must be re-keyed after completion. Complete automation saves significant time and money, guarantees that no forms are incomplete, eliminates re-keying errors, while ensuring compliance.

In terms of security, DocuSign is the only eSignature company that is ISO 27001 certified as an information security management system, which is the highest level of global information security assurance available today. DocuSign offers the strongest levels of enforceability in eSignature, with multiple levels of security, including clear, non-repudiation audit trails, encryption, tamper-sealed certificates, and chain of custody, so you can be certain your documents are safe and signatures are authentic and legally binding.

Specifically in terms of HIPAA compliance:

- Documents containing PHI are never e-mailed
- Signers receive a link to an encrypted envelope that contains the document
- Multi-factor authentication is available
- A compliant audit trail captures complete details of the entire sending and signing process

For 21 CFR Part 11 compliance, DocuSign offers:

- Authenticity, integrity, non-repudiation, and confidentiality
- Controls for identification of codes and passwords
- Identification to access system and for serial signing
- Identity verification of signers before signing
- Falsification protection (signature linking)

As documents are prepared and executed, the comprehensive DocuSign platform allows users to monitor the status of their document at every stage, along with a complete and extensive audit trail, which provides all pertinent details about the transactions. Finally, DocuSign's tamper-proof storage system securely saves all of your documents, while enabling immediate access whenever and wherever you need them.

Paperless Success Stories

Healthcare and Life Sciences companies using DocuSign have seen the following results:

- Turnaround times for diagnostic result documents cut by 15 days
- A saving of \$1.1 million in overnight shipping costs on research consent forms
- Increased rep efficiency by eliminating time spent sending in paper forms with doctors' signatures

The case of Wellmark Blue Cross Blue Shield exemplifies the benefits of going paperless. In order to achieve the mandated Medical Loss

Ratio (MLR) of 80/20, it was essential to trim administrative costs to meet the goal of no more than 20 cents for every dollar spent. According to Ombud, one company was "ahead of the curve in implementing technologies to reduce excessive administrative expenses"—Wellmark Blue Cross Blue Shield.

They achieved this using "DocuSign to replace manual, paper-based administrative processes to eliminate excessive expenses with legally-binding electronic signatures. E-Signatures have been part of the solution to achieve compliance, increase efficiency and save resources. They have exceeded the government-mandated MLR and reduced the need for printing, faxing, scanning and shipping documents."

Kenny Chasten, Vice President and Chief Procurement Officer of Wellmark, confirmed that, "DocuSign has transformed the way we conduct business, created numerous process efficiencies, and recognized significant administrative cost savings."

Utilizing DocuSign, Wellmark has been able to:

- Eliminate spreadsheets from the contract tracking process and reduce contract cycle time by half
- In the first year alone, Wellmark eliminated the need for over 200,000 sheets of paper and saved over \$35,000 in two departments
- By reducing non-health-related expenses, they achieved sustainable compliance with the federal 80/20 MLR regulations

Another example comes from a Fortune 250 pharmaceutical company. With DocuSign, they achieved the following:

- Streamlined compliance with Corporate Integrity Agreement and ultimately the Affordable Care Act
- Reduced cycle time from three to six weeks to three days
- Gained easy access to signatures via mobile signing
- Eliminated unauthorized contract modification

Summary and Conclusion

DocuSign is the global standard for eSignatures for healthcare and life science companies, and is being utilized in 189 countries and in 39 languages. With their powerful platform, they offer the rigorous levels of security necessary to protect PHI, and maintain 100% compliance with HIPAA and 21 CFR Part 11. Complete visibility, accessibility, and accountability is available to customers at every step of the document process, so they can be confident that they can efficiently go paperless for anything, anywhere, anytime, and on any device.

ⁱ *Embracing electronic signatures - myths, benefits and tips, Deanna Ferrante, InContext, Jan 27, 2012*

About DocuSign

DocuSign® is the global standard for electronic signature®. DocuSign accelerates transactions to increase speed to results, reduce costs, and delight customers with the easiest, fastest, most secure global network for sending, signing, tracking, and storing documents in the cloud.



For U.S. inquiries: toll free **866.219.4318** | docusign.com

For European inquiries: free phone **+44 (0) 800 098 8113** | docusign.com/europe

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