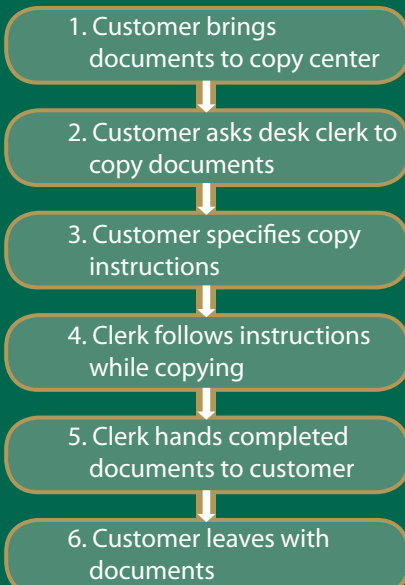


THE RELEASE OF INFORMATION (ROI) PROCESS

WHAT'S THE DIFFERENCE? ROI VS. PHOTOCOPYING

Release of information (ROI) is characterized by high levels of complexity and risk that must be carefully balanced with the public's need for information. The numerous labor-intensive steps clearly demonstrate that ROI is far more complex than simply pressing "start" on a copy machine.

The Retail Photocopying Process



Document Key

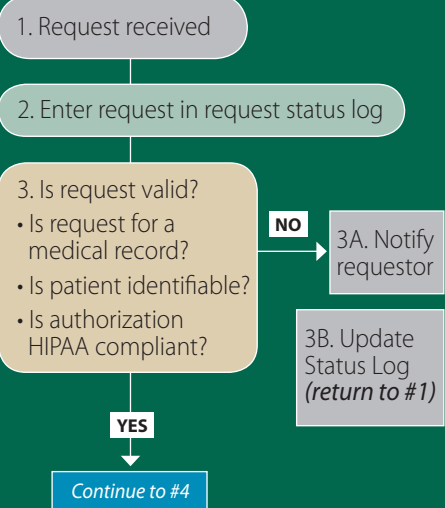
32

Primary Steps

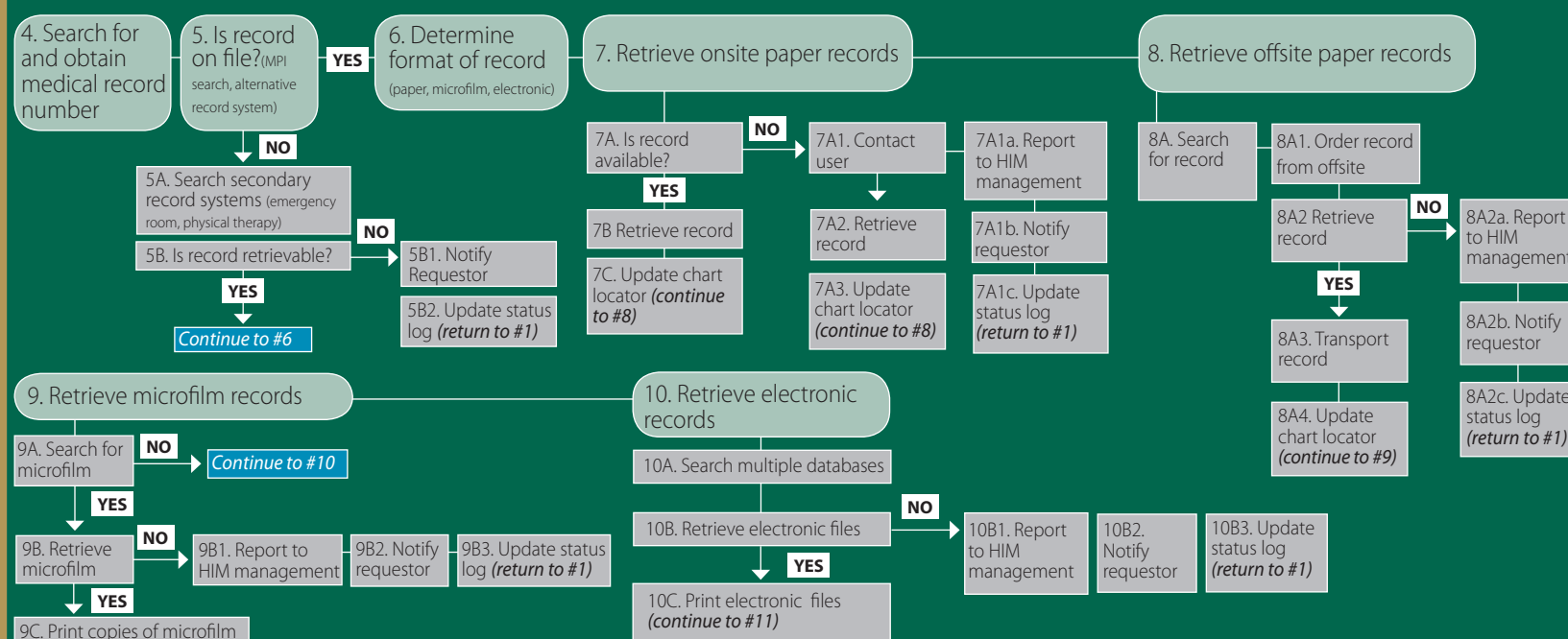
47

Secondary Steps

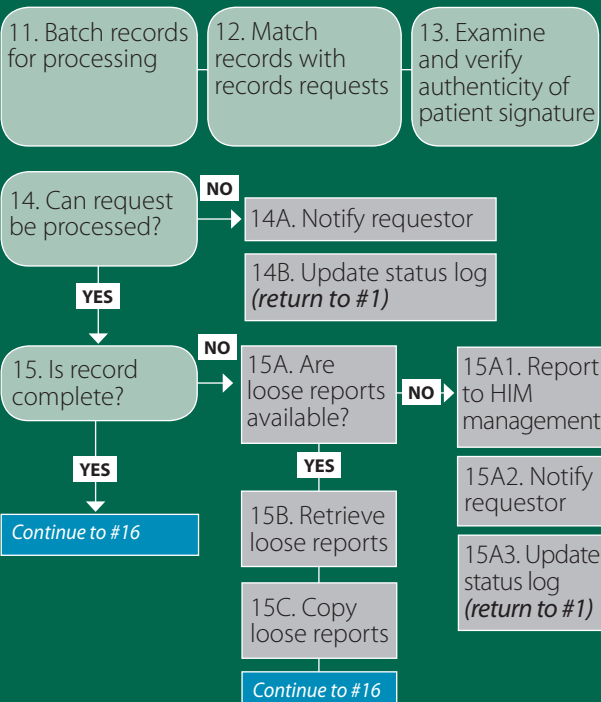
LOGGING, TRACKING AND VERIFYING THE REQUEST



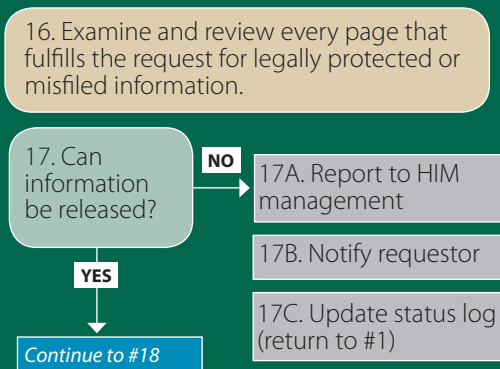
RETRIEVING PATIENT INFORMATION



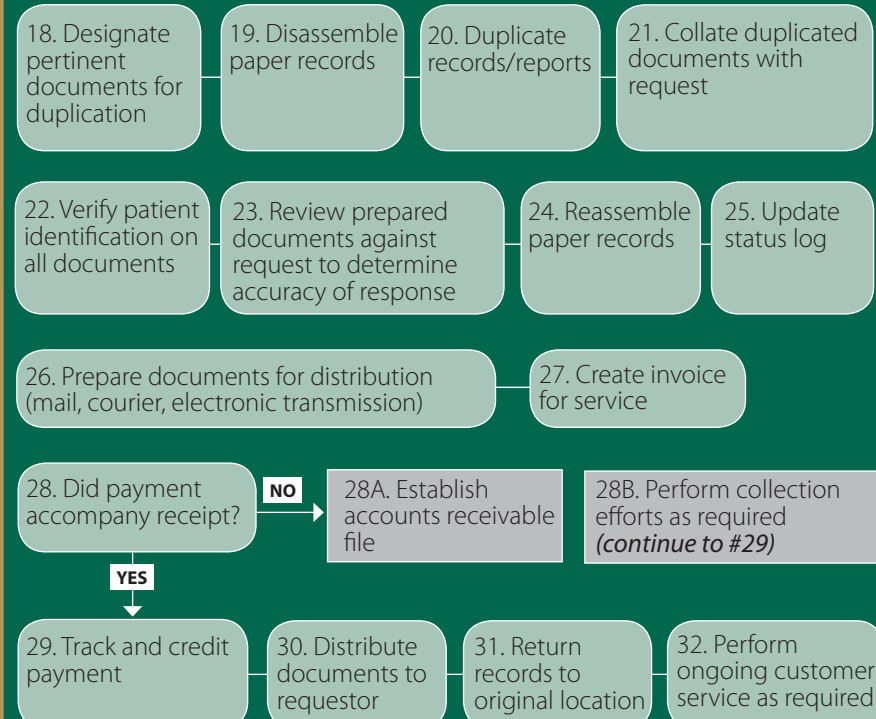
RELEASING ONLY AUTHORIZED INFORMATION



SAFEGUARDING SENSITIVE INFORMATION



COMPLETING AND INVOICING THE REQUEST



THE BENEFITS OF OUTSOURCING

Faced with hundreds of requests per day, nearly 80 percent of hospital HIM departments choose to outsource some or all of the release of information (ROI) process to well trained ROI specialists who know how to protect both the patient's confidentiality and the hospital's liability in information release. Outsourcing ROI can help directors:

- Focus on core HIM responsibilities by offloading labor-intensive ROI tasks
- Gain access to skilled personnel with special training and experience in ROI
- Ensure adherence to the latest HIPAA and other federal and state regulations that have an impact on patient privacy during information release
- Improve productivity, quality, efficiency and timelessness in fulfilling ROI requests
- Reduce the cost of personnel and equipment related to ROI
- Introduce best practices into HIM processes