Fibroblast is a mission-driven company, built to ensure that no patient slips through a crack in the healthcare system. Our technology automates the referral management process to improve patient experiences and strengthen healthcare organizations.

Highlights

Fibroblast automates the referral and population health management processes by empowering providers and their staff with an easy to use, end-to-end referral management platform.

Fibroblast can be used as either a stand-alone solution, or tightly integrated with existing EMR, PM, eMPI, analytics, or disease registry systems.

Fibroblast’s proprietary, intelligent patient-provider matching algorithm guides referrals to the most appropriate in-network providers delivering the highest quality, lowest cost care.
Real-Time Analytics

For business, strategic, and clinical leaders, Fibroblast provides a robust set of reporting and analytics tools that track network leakage, map referral patterns in real-time, and report KPIs. Rather than reviewing retrospective claims or EMR data, Fibroblast gives providers and administrators the ability to act on data up-to-the-minute, actively addressing referral leakage, closing gaps in care, and strengthening provider networks.
Fibroblast offers an industry-leading implementation program, with most deployments completed in weeks instead of months. Taking advantage of Fibroblast’s flexible architecture and configurability, Fibroblast can be deployed as a web-based application to get providers and staff up and running quickly, as an EMR-integrated solution, or both.

Integration with Existing Workflows
Fibroblast integrates seamlessly into existing workflows within the clinical setting, with options for deployment to best suit your organization:

- In the clinic, at the point of care with clinical staff
- In a call center, centralized staff office, or central scheduling environment
- A combination of locations and applications

Interoperability With Other Health Information Technologies
Fibroblast can be used as a web-based application, and is accessible on desktops, laptops, tablets, and mobile devices.

Fibroblast is platform-agnostic and can be bi-directionally integrated with the major EMR, practice management, HIE, eMPI, EDW, analytics, and disease registry products. The Fibroblast platform is capable of integration with EPIC, Cerner, Allscripts, and other leading EMR systems.

Training & Implementation Support
Fibroblast understands the need to support clinical and administrative staff to create a seamless and efficient workflow. Our point-and-click referral management tool lays the foundation for an intuitive, hassle-free referral process that is fast and easy to learn. To support the tool, Fibroblast offers a full range of training options, including:

- Remote and on-site professional training services
- Train-the-trainer programs with IT, administration, and HR staff
- Customized support and training materials
SOLUTION OVERVIEW

Here are some of our key features & capabilities.

Patient-Provider Matching Algorithm

The cornerstone of Fibroblast's comprehensive referral management solution is its proprietary, patient-provider matching algorithm that ensures that a given patient is referred to the highest quality, lowest cost, and most appropriate provider. The algorithm can be tailored to an organization's specific strategic goals. Algorithmic factors include, but are not limited to:

- Specialty, sub-specialty, or clinical area of interest
- Insurance network
- Proximity to patient
- Network affiliation
- Clinical quality scores
- Patient satisfaction
- Out-of-pocket cost

Analytics and Reporting

Fibroblast utilizes and tracks an enormous amount of data to offer a robust and configurable set of reports and analytics for all levels of a health organization. Most importantly, Fibroblast reports on actual referral network activity in real-time, helping a health organization map market-wide referral patterns to visualize and quantify its leakage challenges. Example reports include, but are not limited to, the following:

- Referral distribution by geography and physician
- Referral velocity
- Referral volumes by specialty, region, practice, department, physician, procedure, and others
- Benchmarking versus industry best practices
- Referral retention rate
- New patient acquisition rate
- Physician loyalty scores
SOLUTION OVERVIEW

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Closed-Loop Referrals and Care Coordination

- Fibroblast enables staff members to securely, instantly, and electronically transmit a patient’s demographic, clinical, insurance, and referral history information to a consulting provider.
- Providers and staff can communicate in real time using Fibroblast’s secure messaging functionality.
- Each patient referral is tracked in real-time, ensuring transparency for physicians and staff, including whether a patient fails to attend a scheduled consultation.
- After the consult, the consulting provider can send a clinical summary to the referring provider electronically, closing the feedback loop and promoting enhanced care coordination.

Point of Care Scheduling

Fibroblast’s referral management platform empowers clinical and administrative staff to schedule a patient’s referral appointment at the point of care.

Patient Communication Tools

Fibroblast sends messages to patients according to their communication preferences (e.g., telephone, email, or text message). These messages can include appointment reminders, pre-appointment paperwork, driving instructions, and follow-up messages.
For more information or a live demonstration of Fibroblast’s Referral Management Solution, please contact us:

REQUEST DEMO

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On-going Training & Support
In addition to support, Fibroblast offers tailored services to complement the referral management platform, including:

- Data management
- Professional consulting services
- Customized reporting and analytics

Additional Services
Fibroblast offers on-going support and service for its referral management platform, including:

- New user on-boarding and training
- Customer support call centers
- Refresher training services
- Virtual troubleshooting