



## Automating Analytics in a Healthcare Application

Healthfinch ended 2015 with a \$7.5 million round of funding and an exciting amount of growth on the horizon. Jonathan Baran, healthfinch CEO and co-founder, noted healthfinch would be “ramping up in a big way on the engineering and product side,” bringing even more innovation to the healthcare space. But as healthfinch grew, they knew success would generate new complications and they wanted to be ready to address them.

One such complication was their manual process of analytics reporting for customers. Healthfinch customers want reports to see what types of work, and how much work, they are handling with their staff. With this information they can easily calculate productivity and understand how much time they are saving by using healthfinch products. The associated customer happiness and retention value of these reports made streamlining the process a top priority for healthfinch.

Reporting was consuming staff time, and time dedicated to reporting was growing as new customers purchased the healthfinch platform. HIPAA compliancy was also an issue – any solution would need to be added to healthfinch in a way that did not expose protected health information (PHI). Automating analytics reporting became a goal for the quarter, and healthfinch began pursuing options.

Matt Togstad, Senior Product Manager, found working with Beekeeper could fill the need with a few unanticipated benefits.

### Held Back by a Manual Process

Previous to installing Beekeeper, the combined work of the customer success manager and an engineer to send reports totaled approximately 45 minutes per customer each week. Before Beekeeper, the developer had to log into the database server, write a manual SQL query, drop it into a CSV, then edit and forward these files to the customer success manager to distribute individually. Those reports addressed only the customers specifically requesting the analytics, not healthfinch’s entire customer base. With so much time per report, this process simply wasn’t one healthfinch could implement for every customer. Unwieldy at best, open to error at worst, this process needed an update. The next step was deciding to build or buy.

### A Complete & Cost-Effective Solution

Healthfinch hoped their log aggregator service could help. They found it valuable already for other parts of the healthfinch system, and it provided



**Charlie**  
Practice Automation Platform  
by healthfinch

*Healthfinch’s mission is to transform healthcare delivery by automating what can be automated, delegating what can be delegated, and simplifying the rest. Its flagship product, Swoop, integrates seamlessly with Allscripts, Epic and soon, athena EMRs to automate the prescription refill request workflow. Building on Swoop’s success, healthfinch is building a Practice Automation Platform, Charlie, to simplify additional workflows such as diagnostics results management, care gap identification and visit planning.*

“HIPAA compliance is at the forefront of concerns for any healthcare software company. Incorporating Beekeeper behind our firewall and aggregating the data created a secure and straightforward solution.”

– JONATHAN BROAD  
Chief Technology Officer

“It’s invaluable to be able to go run ad hoc queries in our database when we need answers – our previous workflow was long and complicated. Now with Beekeeper several other staff members can also query the data without the help of a developer.”

– MATT TOGSTAD  
Senior Product Manager

charts and graphs that would be a nicer output than a spreadsheet. Unfortunately, the process there was also cumbersome and a frustration for the customer success staff. While they could access the charts, they couldn’t easily access the data behind the charts. Most ineffective, however, was the data retention. The software wasn’t meant for long-term reporting, and would only retain information for 90 days. Quarterly or annual comparisons would not be possible.

A homegrown solution was also off the table. It would cost significant development time and budget that the healthfinch team knew would be better spent working directly on their practice automation platform.

But when healthfinch found Beekeeper, Matt Togstad notes, “We saw it and thought, this is going to be great, it’s going to solve a bunch of these issues.” Beekeeper delivered the report scheduling and automation they were looking for, and even functions they weren’t. Matt was excited to see how easy it was to reuse

queries. No more storing in, and retrieving from, a wiki. More people on staff than just the developers could now search the data for what they needed, since querying via SQL was all that was required. This saved additional time. And questions about customer data could now be answered simply by running one-off queries, leading to clear, data-backed answers instead of gut reactions that took more digging to prove.

There was one more box to check, however, and that was making sure the outcome of incorporating Beekeeper was HIPAA compliant.

### HIPAA Compliancy through On-Premise Installation & Data Aggregation

The HIPAA Privacy Rule mandates standards to ensure protected health information (PHI) remains private. For companies like healthfinch, that means PHI must be adequately protected in their database and never available to an inappropriate audience. As an on-premise solution, Beekeeper fits into healthfinch’s HIPAA compliance strategy, because the core of Beekeeper is installed behind the healthfinch firewall. Behind the firewall, healthfinch manages PHI efficiently by encrypting data at rest and data in motion, and only releases data past the firewall that has been aggregated by SQL queries. Anonymized, aggregated

data is delivered to customers via Beekeeper’s hosted report delivery infrastructure and is protected by industry-leading encryption protocols.

### Healthfinch’s Customer Analytics Reporting Solution

Healthfinch expects Beekeeper email reports will play a valuable role in customer retention. Regularly provided data in an easy-to-interpret visual format, directly in their email inboxes, makes it easier for customers to identify new opportunities for efficiency and clearly see the value of healthfinch’s platform.

Beekeeper and healthfinch share a mission, despite their different audiences – both are driven to automate manual processes and free up employee time so they may do their best work. “Beekeeper has been able to take what we were doing manually and automate it, and do it in a much more elegant, streamlined fashion,” said Karen Hitchcock, healthfinch’s Chief Experience Officer. “What we do for our customer for the clinical workflow, Beekeeper is doing for us for the analytic workflow.”

Based on this success to date, healthfinch is excited to find new ways to leverage Beekeeper’s reporting solution and their customer data to improve healthcare delivery.

### Looking for results like this for your company?

Contact us today at [info@beekeeperdata.com](mailto:info@beekeeperdata.com) or 214.238.4772 to discuss your needs and schedule a demo.



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