



Client Profile

Industry: Healthcare

Company: Gillette Children's Specialty Healthcare



The Challenge

Design a document management system that could make the experience of entering, indexing and searching millions of patient records as easy as shopping online.

The Solution

A finely customized system with a simple, web-based user interface that lets Gillette's health care team log, index, search, display and print patient information in seconds, not minutes or hours.

The Results

Productivity. Thousands of hours saved annually in the process of logging and finding patient information.

Insights. An enhanced ability to conduct research to improve patient outcomes.

Flexibility. A system customized to today's needs that can also be easily modified for tomorrow's.



The Solution

“Element did an outstanding job of understanding our business requirements and knowing exactly what we needed. They truly listened.”

—**Megan Sandin**, *Gillette IS Systems Analyst*

Element’s approach involved several key strategies, including:

1. Treat Gillette’s new system as a “clean slate,” even though it would piggyback on an existing OpenText platform.
2. Build the back end to make everything—including scanned documents—immediately displayable as PDFs, as well as fully text-searchable.
3. Model the search function on popular shopping sites: Allow users to start broadly, then drill down using relevant filters.

First, the Element team merged information from multiple data silos to create a system that instantly captured, qualified, metatagged and consolidated all documents in a central database. Then they designed a responsive, HTML5-based user interface that health care providers could use with virtually any device, regardless of screen size. Along the way, Element engineered two critical pieces of software: one to look for incoming content and convert it to PDF within minutes; another called Folder Monitor that brought dictation, anesthesiology and radiology documents into the system in nearly real-time.

But what really distinguished Element was its approach to search. Off-the-shelf document management products could find information on individual patients. Element created a custom system that could do that plus open up “cross-sectional” searching—for example, pull up every document showing where “drug X was used by males aged 10-20 seen between May 1 and July 15 of 2011.” For Gillette, this functionality was a real difference-maker —giving researchers the power to measure outcomes and dramatically improve patient care.



People are so used to Google and Amazon, you have to make document management as simple and intuitive as possible.



— **Bryce Ostenson**,
Element VP Applications



From the beginning, we said ‘let’s not recreate the old system and just change the technology; let’s reimagine what this system can do.



— **Bryce Ostenson**,
Element VP Applications



Search is definitely the most popular feature, especially the sorting and filtering of the results. Instead of searching different systems based on document format, it’s all in one place.



— **Janet Rude**,
Gillette Senior IS Consultant



With the new system’s enhanced search capabilities, you can drill down to what you’re looking for a lot faster.



— **Gillette Health Care Provider**



The Results

“The thing that really strikes you about Element is how well they listen. They get to know your business. They ask great questions. They pay attention to detail. And they communicate technical items in layman’s terms.”

—*Janet Rude, Gillette Senior IS Consultant*

Gillette’s new system went live on March 29, 2015, and was finished on-budget in just 10 months. Gillette estimates up to 30% labor savings in the scanning process alone, and its health care providers have fallen in love with the new and improved user experience, including the fact that:

- over 6 million tiffs have now been converted into easily viewable PDFs, which no longer have to be printed one page at a time;
- any device can be used to tap patient data from one easy interface;
- doctors and nurses can now pull up a new patient’s information before their appointment even begins—literally in milliseconds from the moment they register; and
- researchers can conduct cross-sectional searches with ease.

For Element, the Gillette project proves the superiority of adding significant enhancements to off-the-shelf document management systems. “We like the big, difficult, highly customized projects that others in our industry won’t touch,” says Element VP of Applications Bryce Ostenson. “It’s easy to just install a product as is. But the challenge of crafting a positive user experience in a unique industry to fit an organization’s exact needs—that’s what truly drives innovation, and that’s what we love to do.”

About Element

Element is a software consulting and services firm with a 30-year track record of helping companies get the most out of their investments in document, record and business process management systems.

For more information, visit us at ele-ment.com



Gillette practitioners can now save thousands of hours a year just on the searching of scanned images and documents in one system.



— *Janet Rude, Gillette Senior IS Consultant*



Element’s new system raises the bar. It’s like driving a luxury car.



— *Gillette Practitioner*



The same process we used for Gillette could do wonders for a bank, insurance company, government agency or virtually any other type of organization.



— *Jerry Dolezal, Element*