The Healthcare Information Optimization Specialist is one who provides technological support in electronic health information management and utilization.

Duties ←	Tasks →						
A	**Abide by the Standards, Guidelines and Regulations**	A-1 Maintain compliance with regulatory requirements (e.g. state, federal, insurance)	A-2 Compliant with internal policies and procedures	A-3 Apply medical coding standards			
B	**Adhere to Quality Control Protocols**	B-1 Utilize quality control protocols	B-2 Identify probable request/needs of health care provider(s)	B-3 Communicate effective documentation for qualifying patient care outcomes	B-4 Analyze patient flow data		
C	**Manage Data Life Cycle**	C-1 Abstract data from Electronic Health Record (e.g. "pulling" relevant data)	C-2 Ensure data integrity	C-3 Validate the integrity of the data	C-4 Effective data interpretation	C-5 Identify data trends	C-6 Report "raw" data findings	C-7 Present interpreted data outcomes
D	**Synthesize Optimization of Processes**	D-1 Analyze with intent of optimizing processes	D-2 Identify need for new processes	D-3 Develop new processes for workflow efficiency	D-4 Implement new processes			

E	**Provide Customer Service**	E-1 Educate health care provider/ patient on processes and procedures	E-2 Provide technical support (e.g. staff, patient, physician)	E-3 Respond to patient inquiries (e.g. phone, patient portal, email)	E-4 Review health care provider instructions with patient			
F	**Coordinate Interdepartmental Communications**	F-1 Communicate with management level decision makers	F-2 Interpret incoming requests (e.g. management, end user)	F-3 Collaborate in development of new policies and protocols	F-4 Communicate with end-user	F-5 Satisfy incoming requests		
G	**Ensure Relevant Patient Information and Authorization(s)**	G-1 Obtain current patient information	G-2 Verify patient insurance eligibility	G-3 Obtain authorizations for patient procedures	G-4 Obtain authorizations for patient medication	G-5 Obtain authorization for patient medical record release		
H	**Manage Documentation Processes**	H-1 Process incoming documentation (e.g. electronic, digital, hardcopy)	H-2 Organize incoming documentation	H-3 Import incoming documentation (e.g. compact disc, digital, multimedia)	H-4 Integrate incoming documents into existing Electronic Health Care Record			
I	**Manage Health Information Exchange**	I-1 Maintain Health Information Exchange	I-2 Utilize Health Information Exchange to cross-reference data	I-3 Identify the needs for modifications of Health Information Exchange	I-4 Propose Health Information Exchange system modifications	I-5 Implement modifications of Health Information Exchange		

J	**Maximize Software Applications**	J-1 Test new software or upgrades	J-2 Develop collateral material for training and resources	J-3 Train end-users on new software and upgrades	J-4 Implement new software or upgrades	J-5 Monitor utilization of new software and upgrades		
K	**Manage Administrative Functions**	K-1 Monitor and update management system procedures	K-2 Troubleshoot software related issues/errors problems	K-3 Maintain staffing schedule	K-4 Maintain inventory of supplies and equipment	K-5 Adhere to departmental budget	K-6 Collaborate with vendors	
L	**Perform Productivity Measure(s)**	L-1 Identify productivity deadline and benchmark(s)	L-2 Track personal productivity	L-3 Monitor, update, and report “staff” productivity	L-4 Achieve productivity milestone(s)	L-5 Devise new productivity measure(s) as needed	L-6 Implement new productivity measure(s)	
M	**Project Management**	M-1 Development project plan	M-2 Coordinate project team	M-3 Collaborate project team	M-4 Delegate project tasks	M-5 Implement project plan	M-6 Monitor project plan	M-7 Report project outcomes
N	**Maintain Professional Development**	N-1 Attend professional development opportunities	N-2 Research to increase personal knowledge base	N-3 Apply newly acquired knowledge	N-4 Share newly obtained best practices information			

O	**Orchestrate Marketing Strategies**	O-1 Understand patient demographics	O-2 Design marketing strategies	O-3 Implement marketing strategies	O-4 Evaluate marketing strategies	O-5 Utilize social media as a marketing tool		

DACUM Competency Profile for

Healthcare Information Optimization Specialist

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Acronyms Used

AHIMA - American Health Information Management Association
CCS - Certified Coding Specialist
CMS - Centers for MediCaid/MediCare Services
CPC - Certified Professional Coder
CPSP - Comprehensive Perinatal Service Provider
CPT - Coding Procedural Terminology
EHR - Electronic Health Records
EMR - Electronic Medical Records
HC - Heath Care
HCPC - Health and Care Profession Council
HIE - Health Information Exchange
HIMSS - Health Information Management Systems Society
HIPPA - Health Information Privacy and Protection Act
HIT - Health Information Technology (Information technology specific)
ICD-10 - International Classification of Deceases 10th Revision
QC - Quality Control
RHIA - Register Health Information Administrator
RHIT - Register Health Information Technician

Worker Characteristics and Behaviors

- Ability to follow direction
- Ability to work independently
- Being articulate
- Customer Service Oriented
- Emotional intelligence
- Professionalism
- Proficient Communication Skills
- Self motivated
- Solution oriented

Future Trends/Concerns

- Centralizing processes
- Effect of The Affordable Care Act
- HIE (evolving)
- Higher patient volume because of lower reimbursement
- Telecommuting (work from home)

Tools, Equipment, Supplies, and Materials

- Fax machine
- MS Office Suite – Word, Excel, Access, PowerPoint, Outlook
- Scanner
- Software (remote tools)
- Tablets
- Telephone

General Knowledge and Skills

- Accuracy (correctness)
- Adaptive
- Articulate
- Basic computer skills
- Basic understanding of EHR/EMR
- Conflict resolution (negotiate, effectiveness)
- Customer service
- Diplomacy
- Effective communication techniques
- File Management
- HCPC
- ICD-10, CPT, HCPCS
- Industry Certification (Comptia, CPC)
- Information Governance
- Medical Terminology
- MS Office Suites skills
- Multitasking
- Negotiate effectively
- Office equipment
- Organizational skills
- Pharmacology
- Public speaking
- Software applications (EPIC, interface, Cerner, etc.)
- Scope of Work
- Speed (timeliness)
- Time management
- Understand variations in levels of care (CPSP)

Key Terms

- “Data Cleansing” -
- “Raw” - non-interpreted data
- “Staff”- includes Health Provider, billers, employees
- End users –
- Industry certification – (Comptia, CPC)
- Information Governance – being able to successfully utilize healthcare information for its purpose while also meeting compliance needs and decreasing risk.