

Client Spotlight: Ryan Brothers Ambulance

WISHIN recently launched a new use case for WISHIN Pulse, allowing ambulance and EMS providers to access clinical data for their billing purposes. One of the early adopters, Ryan Brothers Ambulance, is the largest privately-owned ambulance service in Dane County. Ryan Brothers provides ambulance transports at all levels of care: hospital discharges, acute medical situations, and critical-care hospital-to-hospital transports. The company, based in Madison, operates seven stations in three counties and has 20 ambulances that respond to approximately 19,000 calls per year.

Patrick Ryan, President and co-owner of Ryan Brothers, offered the following thoughts about the benefits of WISHIN Pulse for ambulance providers and explained how his company is already experiencing a positive return on its investment in WISHIN.

What about WISHIN interested or appealed to Ryan Brothers and encouraged you to sign up?

WISHIN's CEO, Joe Kachelski, originally approached me in my role as President of the Professional Ambulance Association of Wisconsin (PAAW) looking for input on whether WISHIN services would be appealing to EMS and ambulance providers. Right away I saw real value in what Joe was proposing. Access to face-sheet data, specifically patient demographics, was one of the first areas of interest we discussed. It's incredibly challenging at times for EMS providers to get access to this data. Hospitals routinely provide face sheets, but they are not always available right away, oftentimes they are not completely up-to-date, and in some cases, they may not be available at all. Having a direct link to the hospitals to access their demographic information through Pulse without having to request a face sheet from the hospital is extremely valuable. WISHIN allows us to access the information we need more efficiently, which saves us time and money. And, we don't have to bother the hospitals; they've already supplied the information to WISHIN. This new use case is especially valuable for larger services, like Ryan Brothers, because of the high volume of transports and billings that we do.

What pain points has Ryan Brothers been able to address with access to WISHIN Pulse? Can you share any success stories from your use of Pulse so far?

As I mentioned, oftentimes we'll hit a wall in terms of tracking down a patient's current demographic information. Before WISHIN, we didn't have a lot of other options for accessing this data. In the first week of using WISHIN we had half-a-dozen transports for which we were able to go into Pulse, access the patient's up-to-date demographic information (current address and insurance status) and forward our paperwork on to the patient directly without having to request a face sheet from the hospital we transported them to. This has been the greatest benefit so far.

In what other ways is having timely, reliable access to the right clinical data valuable to ambulance and EMS providers?

Data access is most valuable in the acute 911 setting and my first thought goes to the opioid crisis. The more we're able to know, in route to a transport, about what's happened with a patient recently, the more equipped we are to respond quickly and make good decisions for them when we arrive on scene. The other scenario that comes to mind is community paramedicine. More and more EMS providers are using community paramedics to treat people in their homes to proactively avoid costly readmissions and curb the overuse of hospital emergency departments. In Wisconsin, we don't have a lot of hospital-

based EMS, so private entities, like Ryan Brothers, aren't always linked directly to a hospital's electronic health record system. WISHIN could really provide a valuable connection for EMS and ambulance services in the care continuum. With access to the clinical information available in WISHIN Pulse, they could provide better patient care from the moment they pick a patient up to the moment they arrive at the hospital.

Ambulance and EMS providers, or their billing agents, who are interested in WISHIN Pulse services should contact WISHIN via email at wishin@wishin.org or by phone at (608) 274-1820.