

## Web-Based Medical Records Access Speeds Malpractice Defense Cases

*As a specialist in medical malpractice defense, Princeton Insurance faced special challenges in obtaining medical records not encountered by those on the plaintiff side. Volume of requests became daunting, and status tracking and follow-up nearly impossible.*

*MediConnect not only provided a fast, reliable web-based solution with electronic delivery of records, but quickly solved the firm's unique timing and workflow requirements and provided creative customized interfaces into a paperless workflow system then under development.*

### The Problem

Princeton Insurance is a leader in providing defense counsel to physicians involved in medical malpractice cases. The firm's approach from the defense side (vs. plaintiff) poses some unique challenges for medical records required:

- Time constraints imposed during a case discovery period were crucial, requiring fast turnaround and the ability to track and resolve requests "stuck" in the process.
- With no centralized medical record retrieval system in the firm, the task was left up to each individual attorney which required time and attention.

The first step taken toward automation was to centralize the function and enlist an outsourced records retrieval/copy service. However, shortly after utilizing this outsourced service provider, other limitations were soon realized:

- Functionality was not adequate to meet Princeton Insurance's needs.
- The web interface lacked a number of key features central to efficient operation, most notably the ability to obtain instant status updates on a request's progress (when attorneys asked for status updates on records, staff would have to make a series of phone calls to track down answers).

As a result, Princeton Insurance began investigating other alternatives, including bringing the function back inside. "We toyed with doing it in-house," said Marilyn Freely, Claims Support Supervisor for Princeton Insurance. "It's a daunting task that we decided at that time we weren't equipped to handle ourselves." This ultimately led to a comprehensive outside search for a replacement provider.

### The MediConnect Solution

After evaluating a number of different vendors, MediConnect was selected to replace the previous supplier. Initially, Princeton Insurance had two reservations about the MediConnect solution: location, and plaintiff orientation.

"We were concerned about their Utah-based location and our need for very fast turnaround of records requests," said Freely. Princeton Insurance's special needs as a defense-side firm were unique, and seemed to be somewhat outside of the normal process provided by MediConnect.

## Princeton Insurance

PARTNERSHIP, PREVENTION, PROTECTION.

- Princeton, NJ
- Medical Malpractice Defense
- 350 - 400 requests per month

*“MediConnect has made a big difference in our understanding of medical records and how to deal with them. It's the most complete, most economical solution for our needs today. We've scoured the market pretty thoroughly, and you won't find a more solid, responsive, or efficient system anywhere.”*

**- Marilyn Freely**  
Claims Support Supervisor  
Princeton Insurance

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To address these needs, MediConnect provided Princeton Insurance with RapidRetrieve™, a powerful web-based solution providing access to all of MediConnect's sophisticated tools, resources, and capabilities. From any Internet-connected computer, Princeton Insurance's staff can quickly and easily:

- Manage all aspects of medical records retrieval.
- Initiate new requests.
- Track pending or past request status.
- Download completed records.
- Select valuable additional services (customized Bates/page stamping, chronological and categorical indexing, record summary options, and detailed cost tracking with the capability to create different account numbers for different clients and cases).

The RapidRetrieve™ system was also customized to solve two key requirements unique to Princeton Insurance:

- Modify the records request workflow to accommodate the needs of Princeton Insurance's defense-side orientation.
- Customize interfacing to accommodate the records request function into the new paperless system.

## The Outcome

MediConnect was able to address each challenge unique to Princeton Insurance and provide a superior solution with the following:

- The quality of RapidRetrieve's interactive web interface.
- The ability to accommodate Princeton Insurance's unique needs.
- The ability to provide flexibility with a transition to a paperless system.

"No one can equal the power of the interactive web site we get with MediConnect," said Freely. "We now have instant access to request information at all times. If an attorney wants to know the status of a particular record, all I have to do is type in a name and I can see everything: date and time of original request, last phone call to the provider and action steps, etc. If there are any problems with the record or provider we know it immediately. We can work with MediConnect, the attorney or the provider to get it resolved quickly. With our old system, that would have taken several phone calls and hours of waiting."

With regards to MediConnect's ability to quickly accommodate the unique nature of their business, Princeton Insurance was equally impressed. "There were some challenges in the beginning, because of the unique nature of our requests. They weren't familiar with how we work," said Freely. "However, they quickly adapted to our idiosyncrasies and were able to work through all of the problems. They were very easy to deal with and very accommodating."

Looking back, Freely is impressed with the progress the firm has made since moving to MediConnect. "MediConnect has made a big difference in our understanding of medical records and how to deal with them. It's the most complete, most economical solution for our needs today. We've scoured the market pretty thoroughly, and you won't find a more solid, responsive, or efficient system anywhere."



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