



8 Things You Should Know About VerityStream™

An Interview with
VerityStream President, Michael Sousa



Since January 2018, we've been aiming higher to ensure your patients receive competent care from qualified people. Our mission has been, and will always remain, to serve as your source of truth around one of your most critical data sets—the people who care for your patients. As such, our company, our products, and our services continue to evolve. Here are 8 things we'd like you to know about VerityStream.

Question #1:

It's been an exciting time for the company! In January 2018, you announced that you were merging Echo, A HealthStream Company and Morrisey, A HealthStream Company to form a new organization and solution that leveraged their respective, powerful capabilities. Tell us more about that decision.

MS: It certainly wasn't a decision we took lightly. The Echo and Morrisey companies were individually thriving at the time, but we saw a great opportunity to pull these two entities together to innovate at an entirely new level. We had three amazing communities—EchoCredentialing, EchoOneApp, and MSOW—being supported by unique, stellar teams. When we pulled them together into a single brand, we unleashed unmatched innovation and an unprecedented

opportunity to build a new community rooted in a very successful foundation.

Question #2:

How did you decide on the new business name?

MS: We were very deliberate in choosing the word “verity” as the root of the name for the new business. We took a hard look at where the industry is headed and what clients are clamoring for. What we saw and heard as we reorganized and rebranded was a need for a solution that is designed around pre-built workflows, evidence-based best practices, and pre-validated provider data. Verity—a term that is derived from the Latin word *veritas*, which means truth—is true to our mission of being a single source of truth for platform, content and data for our customers.

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As we continue to innovate our offers in response to customer feedback, we've realized that VerityStream represents a destination for us, and we're not content to settle at a set destination. We've created a truly unique, living, breathing platform that's constantly being updated and 'streaming out' the content and data our customers need for credentialing, enrollment, privileging, and evaluation.

Question #3:

I love it! So, VerityStream's solution is only available as a SaaS solution, correct?

MS: Yes. The fact that our solution is only available as a SaaS solution is a very important element of the solution itself. We didn't take this direction because of an "unwillingness" to allow customers to install a solution, we went this way because this platform is a living, breathing solution and that kind of solution can only be delivered in a SaaS model.

Imagine if someone said to you, "Hey, can I get an installed version of Amazon?" You couldn't provide that because it's constantly being updated every second. That's how it is with VerityStream. We're always updating workflows, reports, benchmarks, privileges, payer forms,

performance profiles, data tables, and more on behalf of our customers. The solution is literally always changing, and a SaaS model is the only model that allows for the dynamic nature of our platform.

Question #4:

The Echo and Morrissey solutions are understandably strong on their own. What are some of the issues that VerityStream's solution addresses that the other solutions may not be able to tackle?

MS: The most common feedback I receive when I meet with executive leaders is, "I wish you and your team would spend more time providing recommendations and sharing best practices, and less time asking us what we want to do." Our clients are asking us to serve as a trusted advisor. They want us to use the experience we've gained delivering 3,000 successful implementations to offer guidance and direction. They aren't looking for us to manage a project that feels like a custom software development effort.

I believe this request—and implicit criticism—are warranted. While I firmly believe that we've been well intentioned, I think we may have been leading customers astray a bit. We've been walking into



hospitals and medical groups and saying “Tell me how you do this or that,” and then saying, “Okay, here’s how you can customize our system to do it.” As a result, each client has a tailored-made version of EchoCredentialing, EchoOneApp, or MSOW, making it very difficult to exploit best practices, generate benchmarks, and deliver-out-of-box automation, support, upgrades, and more.

Our solution presents us with an opportunity to leverage the powerful capabilities of all of our legacy solutions as well as HealthStream’s solution within a single platform that includes preconfigured options based on best practices, regulations, and provider preferences. This approach allows us to serve as a trusted advisor for clients seeking to shorten turnaround times, improve provider satisfaction, and optimize performance. It also allows us to dramatically accelerate implementation timelines and boost utilization and ROI.

Our legacy systems, even though we love them, simply weren’t built to instantly deliver out-of-the-box, preconfigured options based on best practices. We believe our vision and the VerityStream solution directly address the feedback from healthcare executives — simply put,

VerityStream answers their call.

Question #5

What features and functions within your solution are your most excited about?

MS: There are so many, but my top five are the ones that are truly unique and have the potential to transform the industry. In my opinion, these are Bolt, vSource, VerityStream Hub, VerityStream Validated Providers, and Insights by VerityStream.

Question #6

What makes these features and functions so special?

MS: Bolt is cool because it’s VerityStream’s built-in, intuitive, and sophisticated automation engine. It automates current and future queries, forms and letters, spreadsheets, exports to downstream applications, reports, workflows, surveys, payer enrollment applications, roster reports and more. With Bolt, clients no longer need a third-party reporting tool—Bolt handles it all! Bolt also leverages content from our vContent Library, which offers over 1,000 pieces of instantly deployable content for a multitude of processes, including workflows for initial and re-credentialing processes, expirables



management, and in the near future, the largest library of pre-built roster reports.

Then there is vSource, which I like to call VerityStream's secret sauce! Previously, we delivered software as a 'totally empty vessel' and we'd tell customers, "Here's where you put this information and here's where you put that information." Clients were forced to populate a series of tables including medical schools, license boards, payers, malpractice vendors, etc. As we were developing our platform, we had a lightbulb moment. We wondered, "Why don't we just load that information into the system and keep it continually updated on behalf of our customers—freeing them from having to do it!"

I call vSource the secret sauce because with all clients using the same data tables, we are now able to deliver instantly-deployable automation and national benchmarks. Without vSource, neither is possible. We believe that within five years, vSource data tables will emerge as the industry standard for dozens of data tables, offering significant benefits for VerityStream customers and the industry in general.

Question #7

Bolt and vSource definitely sound like features that are going to deliver real value to the industry. What about VerityStream Hub, VerityStream Validated Providers and Insights by VerityStream?

MS: When we developed our solution, we were very deliberate about building a single place where providers, chairs and chiefs can go 24/7/365 to access the information they need. We really thought through how a hospital or a medical group needs to interface with providers and do so in a way that optimizes that experience. The result is VerityStream Hub, which offers an always available, one-stop shop for providers and reviewers to complete and review applications, attestations, assigned learning, OPPE profiles, case reviews, and more. There's nothing else like VerityStream Hub on the market!

We also gave a lot of thought to the type of data all of our customers need every day to do their jobs, so we made sure that our platform ships with data on every licensed provider in the U.S. already loaded. We call this dataset VerityStream Validated Providers (VVP). The provider profiles in VVP include demographics,



addresses, specialties, licenses, affiliations, education, and expertise. But what's really special about VVP is that we update the data daily for a total of nearly four million updates every month! VVP allows providers to claim their profile and input their professional references, and makes it easier to accurately add a provider to a client's instance. We envision that VVP will become an industry-recognized source of pre-validated provider data, again offering significant benefits for VerityStream customers and the industry in general.

Finally, I'm excited about Insights by VerityStream which are innovative data visualizations based on national benchmarks. With Insights, customers can see how their credentialing, enrollment, privileging and onboarding processes stack up against industry averages. The benchmarks are cool, but what's really important about them is their ability to help customers prioritize action plans for improvement. When customers see where they are best in class or where they're a little bit behind—they can act.

We're proud of so many things. I could go on and on! So much in our solution is going to be transformative for our clients and ultimately for the industry as a whole.

Question #8

Many legacy customers are excited about the advantages of VerityStream's solution and interested in moving to the new platform. Do you have any advice for customers thinking about moving?

MS: The overall feedback when we show somebody VerityStream's solution is almost always, "You had me at hello!" We already have over 100 customers signed up to migrate to our solution and have our customers live on the platform.

That said, there are a few things to keep in mind for those thinking about moving to our solution.

First, we've done a lot of things to streamline the move and make it fast. The smaller you are, the faster it will be. Some small medical groups can migrate in a couple weeks. But for some of the big hospitals and health systems, it will take longer. The first thing a bigger organization should do is to understand what VerityStream's solution is and how to map their data from their old system to the new. If you've done a lot of customization, the lift will be heavier.



Second, you have to share our philosophy. We have tons of configuration options, but we don't customize. Our configuration options offer lots of flexibility while driving you to adopt industry best practices. If you have outdated bylaws from the early 1990s that you aren't willing to let go of, we would encourage you to try new ways of thinking and be open to best practices before beginning a move.

Finally, one thing that I'd like to clarify is that if you are a privilege granting organization, you must use VerityStream's Privilege. Third party forms are no longer required or accepted. For clients not already using the Morrissey Privileging Solution (MPS formerly known as PCCB), it may make sense to familiarize yourself with MPS before planning your move.

This requirement supports our vision to drive the adoption of standards and best practices in order to deliver automation, ensure compliance, enable enterprise standardization of privileges, generate benchmarks, and check performance against granted privileges (with procedure-specific information pulled directly from your EMR). We are putting a stake in the ground that says all privilege-granting organizations using VerityStream's solution

must use Privilege because we believe it will yield enormous benefits when Privilege becomes the industry-recognized source of privilege content, criteria, benchmarks, and usage metrics. If you're not willing to give up third party forms, then you might not be ready for VerityStream's solution.

If you're considering moving to our platform, we've built a series of tools that allow customers to conduct readiness assessments. We also have webinars and training available. Get in touch with your assigned client executive to learn more. We don't want you to feel a heavy-handed push. The right time to move to VerityStream's solution is when it feels right for you!