



Digital Credential Benchmarks & Best Practices

Case Study

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axuall

About the Study

Conducted in 2022 and spanning six months across a sample size of 500 clinicians and ten healthcare organizations, this case study establishes comparative benchmarks for time savings and clinician experience relative to the data-gathering component of the credentialing process. In addition, it provides recommended best practices derived from causal effects and hundreds of hours of interviews with clinicians and administrators.

Digital Credentials Explained

Clinicians are the lifeblood of healthcare organizations. Yet, healthcare faces critical shortages of skilled clinicians and significant challenges in optimizing human capital. More than ever, access to timely information regarding clinicians' credentials and qualifications is essential to accelerate deployment into care settings and maintain workforce readiness and elasticity.

The traditional credentialing process requires many hours of tedious forms completion and manual data input by clinicians, a process fraught with errors, omissions, and weeks of unnecessary delays – frustrating clinicians and administrators alike. Once completed, the hundreds of form elements must be cross-referenced and verified by administrators, often requiring more back-and-forth communication with the clinicians to finalize.

Digital credentials gathered in real-time, directly from primary sources, create a seamless and complete picture of a clinician's qualifications—dramatically reducing the time and effort needed to complete forms and return crucial information to administrators. Rather than completing forms from scratch, digital credential data is automatically fed into fields, reducing manual data entry, mistakes, and omissions. As a result, input from clinicians matches the primary source, further reducing the need to reconcile data discrepancies and creating a better experience for clinicians and administrators.

Digital credentials are managed with a Digital Credential Wallet. The wallet is provided via a web interface, supporting both desktop and mobile interfaces. It provides a secure means by which clinicians view and manage their career-related information and primary-sourced digital credentials.

Time Savings: Methodology and Findings

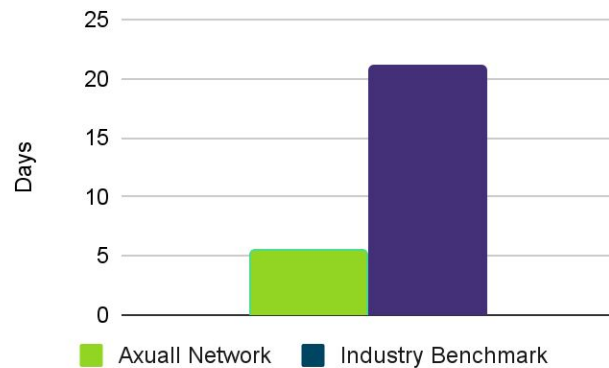
The following section describes the measurement methodology and definitions relative to the time savings, providing benchmark for participants in the Axuall study compared to industry metrics.

Time Savings Definitions and Methodology

Improved process velocity, data accuracy, and completeness are essential to time savings and economic efficiency. Therefore, this portion of the study focused on the time – measured in calendar days, including weekends and holidays – between a clinician receiving an invitation to setup their Digital Credential Wallet and the time they share the contents with their healthcare organization via Axuall’s electronic user interface. This process included the initial setup of their Wallet account, verification of their identity, automated collection and presentation of their credentials (average of 17 per clinician), review and completion of automated forms, attestations, disclosures, digital signatures, and release to their respective healthcare system. This study was conducted from July through December 2022.

Time Savings Findings & Benchmarks

Measured over 180 days and 500 participating clinicians, consisting of physicians and advanced practice providers, the median time between invitation and sharing back to the health system was 5.41 days, compared to an industry benchmark of 21 days. This translates to a 74% reduction in time.



Clinician Experience Methodology and Findings

The following section describes the measurement methodology and definitions relative to clinician experience and satisfaction compared to industry averages.

Clinician Experience Definitions and Methodology

This study employed an industry-standard approach to participant satisfaction using Net Promoter Score® (also known as NPS®) as the metric. NPS is a widely used market research and customer satisfaction metric based on a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or service to a friend or colleague on a scale of 1-10. Ratings of 0-6 are considered Detractors, 7-8 Passive, and 9-10 Promoters. Scores are calculated by subtracting the percentage of Detractors from the percentage of Promoters to derive an NPS score between -100 and 100.



Clinician Experience Findings & Benchmarks

Measured over 180 days and 141 participating clinicians between July and December 2022, the average referral score was 8.25 – yielding a Net Promoter Score of 51, three times the industry average of 18, according to the [2022 US Consumer Benchmarks](#) analysis from Nice Satmetrix, the creators of NPS.

Best Practices & Recommendations

While the distribution of the results was relatively consistent across the healthcare organizations participating in the study, there was a clear correlation between velocity and satisfaction metrics. The following best practices and recommendations provide insight from interviews and implementation assessments conducted during the study.

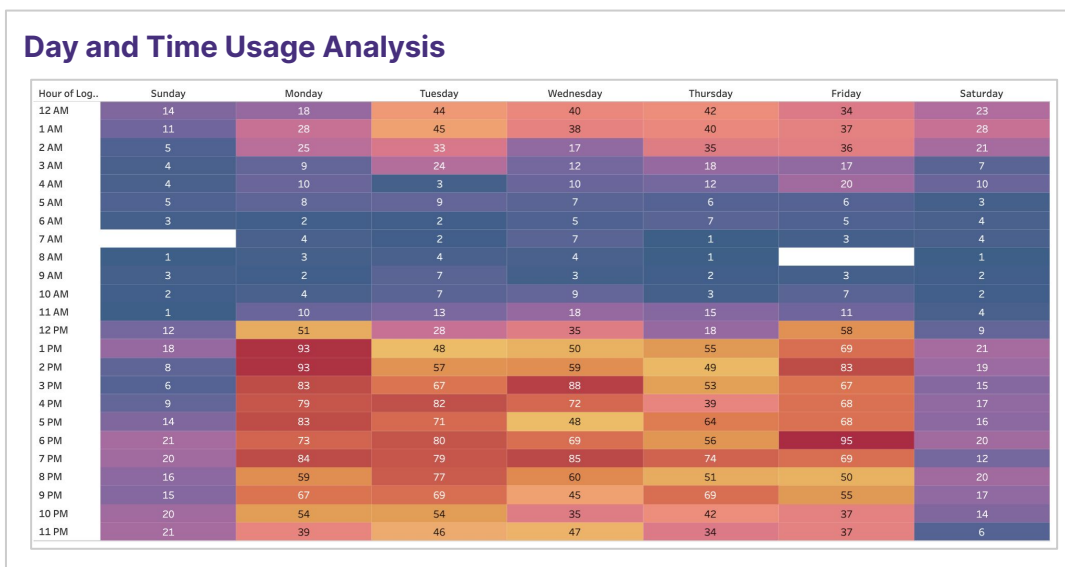
Invest the Time to Optimize and Automate Forms Entry

Organizations that optimized pre-filled forms from data supplied by clinicians' digital credentials reported significantly faster share times and higher NPS. While the median time for clinicians to complete the end-to-end setup was 5.4 days, the typical time to set up their Wallet once they begin the process is approximately 15-30 minutes of actual keyboard time, with some clinicians completing setup in less than 10 minutes. This underscores the importance of form consolidation and data mapping early in the implementation process.

Rule sets that define primary sources, form inclusion, and workflow, also known as "recipes," should maximize the use of primary source data, particularly in the areas of work history and clinical affiliations – the largest amount of manual data entry burden for clinicians.

Optimize Your Communication and Reminders to Your Clinicians

While the Digital Wallet setup and share processes are compulsory for clinicians, organizations that fine-tune their invitation language and distribution schedule tend to have better turnaround times. Presenting the service as an employee/partner benefit that helps clinicians manage their career information more effectively while saving time goes a long way to improving click rates. Furthermore, applying learnings from their response and usage data, such as time of day utilization and click-through flow analysis, provides objective evidence to support the adjustments of reminder cadence and form design. In addition, outlier reports offer actionable insights to address clinicians that are either non-responsive or require additional hand holding.



Invest a Small Amount of Time to Save a Huge Amount of Time

All our implementations start with an end-to-end review of your existing credentialing requirements and workflow to assess where the Axuall Digital Wallet will provide the most impact in maximizing efficiency. Our experience shows that organizations that introduce the Digital Wallet as early as the recruiting and onboarding process reap a benefit in terms of data access and time reduction, particularly when detecting troublesome adverse events early and proactively.

Integrate Into Your Existing Systems and Workflows

A key element to remember is that digital credentials are data and are best leveraged when integrated into your existing systems and workflows that your administrators are already trained and familiar with. For organizations with an established platform, we recommend leveraging our automated APIs to feed this data directly into your provider management and credential software. Axuall supports a wide variety of vendor-to-vendor data integrations to accommodate these configurations.

Summary

Digital credentials have the potential to transform the way clinician data is obtained and leveraged throughout a healthcare organization, not only for credentialing and onboarding, but also to make more informed decisions around workforce planning and cost optimization. While we are proud of our numbers, digital transformation requires data-informed decisions and collaborative iteration to improve these metrics continuously.

About Axuall

Built with leading healthcare systems, Axuall is a workforce intelligence company powered by a national real-time clinician data network of over 6,800 data sources. The technology enables healthcare systems, staffing firms, telehealth, and health plans to dramatically reduce onboarding and enrollment time while also providing unique, powerful data insights for network planning, analytics and reporting. To learn more, visit www.axuall.com.