



athenahealth Gamify 2023

RCM Optimization through Gamification



athenahealth Gamify: RCM Optimization through Gamification

Healthcare organizations are constantly looking for ways to improve productivity and achieve greater financial outcomes, and gamification is a recent trend that can help organizations gain better efficiency. athenahealth Gamify infuses game concepts and a rewards system into daily tasks with the objective of improving productivity. This case study examines early feedback from the two customers who are live with athenahealth Gamify.

About athenahealth Gamify (as reported by athenahealth)

With Gamify—athenahealth’s agnostic cloud-based game app—employees are incentivized to do their best work through friendly competition in the office or on the go, and managers receive data-driven insights to help optimize productivity. The result is a motivated workforce and a billing cycle that operates at peak performance.

A customer shares: *“Gamify is an employee engagement and productivity tool. It lies on top of productivity analytics, and instead of reporting data to leaders and to the employee, it presents it in a game fashion and allows friendly competition among employees on the floor. In addition to that, it gives leaders the ability to readily see the same-day successes of an employee so we can acknowledge an employee for a job well done and recognize it on the day it happened.”*

athenahealth Gamify Customer Experience: An Initial Look

Feedback from Organization #1

The respondents from Organization #1 are very satisfied with athenahealth Gamify, indicating that they would buy the product again, it is part of their facility’s long-term plans, and they are likely to recommend it to others. Organization #1 highlights that Gamify has given them 100% real-time visibility into employee productivity and the ability to provide timely feedback and recognition, resulting in improvement in all measured productivity metrics even with fewer staff members. The respondents from Organization #1 reported a 20% improvement in overall productivity while maintaining or improving the accuracy and quality of tasks performed. They also noted that their task lag was reduced by 10% and that staff turnover fell from 6% to 1.8%.

The organization also reports outcomes such as productivity updates every 15 minutes, improved transparency in employee performance reviews, and motivated employees wanting to learn how to be more productive. Other drivers of satisfaction for this organization are the support and involvement they receive from athenahealth, the quality of the training materials, and the fact that customer feedback is accepted and implemented.

Both respondents from Organization #1 noted that while they are getting outcomes from Gamify, there is an opportunity to improve the system’s animation by making it more game-like and fun. One respondent said that having a store or marketplace where employees could trade points earned from the game for gift cards or other rewards would be valuable.

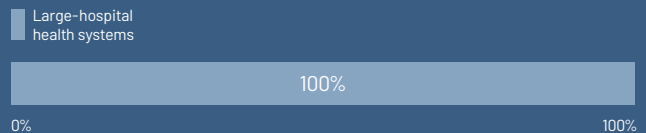
Key Insights

Analytics provide a real-time look at productivity: *“The analytics piece of athenahealth Gamify is the piece that has been powerful for us. It is usually difficult to get real-time productivity information, especially with very task-oriented work. But with this product, we have been able to get as close to real-time information as we ever have before. We can see within an hour what our staff is working on and how much work is being produced so that we can shift people if we need to. The product is very easy for our staff to use. We saw a significant increase in productivity within the first year that we installed the application. My VP has never questioned us when we have wanted to renew our contract with athenahealth.”*

Number of Live Customers Interviewed by KLAS

2 KLAS interviewed 3 individuals from 2 unique organizations that are live on athenahealth Gamify

Survey Respondents—by Organization Type (n=2)



“We have individuals that ask to meet with us to learn how to move up in Gamify. The whole game is designed around our gold-standard workflow. For example, there was an employee who was pretty productive, but they were missing one step in the process. Once they started doing that, they shot up in the game. People who are high performers want to be leaders in their unit and they want to see that they are the most productive people in their unit. People who are poor performers out of the gate generally look for someplace else to work.”

Vendor is committed to supporting customers: *“athenahealth’s project team worked directly with us during the implementation and still works with us during upgrades. We don’t work through a service desk team when we have issues. We have a direct connection to the product’s developers. When working with other vendors, we will provide feedback and hear something nine weeks later. But athenahealth’s response is immediate. I can send a request to them or send an email to one of their developers and have a response within one business day, if not within hours.”*

“athenahealth is committed to continually meeting with us, and that is a rare quality. The vendor does not consistently cancel meetings because the vendor doesn’t have topics that need to be discussed. Our meetings are very well planned and prepared for. Our project manager and the vendor’s executive team reach out in advance of meetings. They never reach out at the last minute. If our leadership team would like to have a meeting, athenahealth will get on a call with us, even if we only have a single topic to discuss or an issue that could probably be resolved through an email. People from the vendor’s team won’t back out and leave us to talk with only one person. The vendor’s entire team is committed.”

Opportunity to improve the animation: *“There is a gap with animation in athenahealth Gamify. The system is not quite as animated and like a game as it needs to be. That sounds so crazy for people at work, but we want the system to be fun for staff to use. That is our focus. The system is not quite as animated as the applications that people are used to seeing on their phones, but the vendor makes improvements to the product’s animation with every upgrade.”*

Feedback from Organization #2

The respondent from Organization #2 is similarly very satisfied with athenahealth Gamify. They also state that they would buy the product again, it is part of their facility’s long-term plans, and they are likely to recommend it to others. athenahealth’s level of support is noted as a strength by this customer as well. Organization #2 chose to implement the product as a way to engage teams that had gone remote in the last few years.

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This customer is impressed with the dashboard that displays data collected from the game. They stated that they and their staff are very happy with the user interface and receive enjoyment from creating personalized avatars.

The customer provided a caveat for recommending Gamify, specifying that they would want to know the structure of the organization they are recommending it to. The primary opportunity that Organization #2 is focused on is the need for participation to be successful with the product. Consistent turnover among staff members has made it difficult for the game to be successful, and the customer noted that having at least 12 people on a team participating in the game is key to the product's success.

Key Insights

On key drivers of satisfaction: "I love the product's dashboard and being able to create my own avatar. That part is great, and people love it. The product is also great from a UI perspective. I don't know of any changes that need to be made."

A critical mass of participants is vital to success: "To be successful with the product, a client needs to have a critical mass of participants, ideally at least 12 people or more. Clients also need to understand where they have turnover because we have struggled with that. It is difficult for the game to be successful when we have consistent turnover."

On the likelihood of recommending the product: "If [an organization is] the right size, then I would recommend it. But I would want to understand their structure before I would recommend something."

Vendor Overview

Information provided by athenahealth

Features and offerings

Point structure: Representation of productivity gives insight into how employees work throughout the day, what their work volume is, and how productive they are hour by hour. Supports equity of labor productivity by adding additional variables that account for the difficulty of the work while also adhering to best practice workflows and ensuring quality.

Real-time visibility into performance: Gives employees, supervisors, and managers insight into how employees approach their work and when they achieve milestones and rewards. This encourages employees to do more, gives them greater understanding about whether they are meeting or exceeding expectations, allows managers to identify process improvements and reinforce positive behavior, and aligns management and staff on performance.

Competition: Multifaceted approach to address different approaches and levels of competition to increase employee engagement.

Leaderboard: Stacks employees against each other over various time slices to show performance in real time and create competition to keep productivity high. Displays awards in real time and gives managers a quick-view tool into how the game is progressing.

Employee gameboard: Allows employees to personalize their Gamify experience, gives them a deeper view of how the work they are doing is impacting the game, and shows them criteria for reaching future achievements.

Analytics: Manager-level analytics that monitor the overall progress of the game and productivity of the workforce. Includes workflow-specific views, productivity views, and game-console views.

What do future customers need to do to be successful with Gamify?

- Determine what areas of the business would benefit from workflow optimization for productivity and understand how the team works and defines success for desired best practices
- Position teams to be open to change and to be prepared to implement best practice standards
- Establish KPIs for productivity
- Create excitement for Gamify among teams

A customer explains: "Make sure teams know their gold-standard workflow. If what the employee is seeing doesn't match what the leaderboard is saying, the system will lose credibility. Make sure their points are attached to those critical elements in a gold-standard workflow and share it with your employees so that validation makes sense. Understand that every area is not the same, so they can't all have the same point value. Make sure the point spread reflects the area where the employees work. And involve your employees and ask them what they want. Our employees wanted cloaks and badges, so that is how we ended up with the badge structure and the reward recognition within the game."

Number of live customers

2 unique organizations

Target customer

Large practices (>100 physicians), IDNs, hospitals, BPOs

Revenue model

athenahealth Gamify pricing is a monthly subscription fee based on the number of users.

Solution Technical Specifications (provided by athenahealth)

Cloud environment

AWS, Microsoft Azure, and private cloud

Development platform

Java, Angular, and SQL

Database environment

SQL, MongoDB, REST

Mobile application environment

Web-based applications

Security platform

Azure Active Directory, HTTPS protocol with standard SSL

Confidentiality

HIPAA compliance and necessary BAAs in place

Data encryption

SSL, SFTP, SQL, TDE

Integration approach

SQL

HITRUST certification

No; product runs in an EHNAC-certified environment and managed to SOC 2 standards

AI

No

Report Information

Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS' best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

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Our Mission

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