



The Challenge: System Efficiency. Security Effectiveness. Storage Economy.

Today's healthcare provider faces the growing challenge of managing increasing volumes of data while maintaining *system efficiency*, *security effectiveness* and *storage economy* for both internal and external information. This data management challenge increases when considered through the lens of regulatory and policy compliance requirements maintained across multiple organizations and departments with complementary yet mutually exclusive information requirements. While there may not be a single information management system or process that can completely address all of these challenges, there is an advanced document classification technology that can help healthcare providers increase the efficiency, effectiveness and economy of current information systems and prepare for the ongoing challenges related to regulatory and policy compliance. The technology is *Visual Classification* implemented exclusively by RedFile.

A New Enabler for Information Management: Visual Classification

Visual classification is an approach to data classification that groups documents based on their visual similarity. This results in the ability to classify both electronic and scanned documents, irrespective of the amount or quality of text associated with them, and group similar documents together regardless of the types of files holding the content. Visual classification technology is not limited by the conventional constraints of text-based classification, limitations that have a direct impact on the effectiveness, efficiency and economy of text-based systems as they are not optimized for eliminating duplicate documents, grouping similar documents, searching all types and formats of documents, and evaluating sensitive data within all types and formats of documents. Visual classification technology can overcome these constraints and, when employed at the beginning of data management workflows, can increase the effectiveness of all downstream information management systems by eliminating their inherent text-based constraints.

Visual Classification: Three Practical Applications for Healthcare Providers

While there are many information management areas that can benefit from the integration and application of visual classification, three specific areas that regularly result in immediate benefit to healthcare organizations include system efficiency, security effectiveness, and storage economy.

Increased Information System Efficiency

90% of data growth in the next several years will be unstructured and will require some type of structure to allow for the capture and management of data.¹ Healthcare providers throughout the world are investing in information management systems that are able to collect, consolidate and consider unstructured data so they can extract value from that data (business and medical usage) and also ensure that data meets regulatory and policy compliance requirements (security and privacy). Unfortunately many of these systems are limited by the constraints of text-analytics and are not able to comprehend all document types and formats. With BeyondRecognition's visual classification technology, healthcare providers can enhance the efficiency of current information systems and processes by adding the completeness and comprehensiveness of visual classification and its capability to consider all (text, poorly formed text, and non-text) organizational documents.

Typical projects supported by RedFile that enhance information system efficiency include *file share risk mitigation*, *legacy content migration*, *document digitization* and *content enrichment*.

RedFile Global is the world's foremost provider of technology consulting and services for the implementation, management, and hosting of visual classification technology in corporate and governmental information governance pilots, projects, and programs.

RedFile works with Amazon Web Services and SoftLayer Technologies, Inc. to deliver secure capabilities for visual classification, information review and data hosting services.

Increased Security Effectiveness

Although most organizations focus primarily on the information technology aspect of information security, visual classification can extend that focus to all visually classified data as it enables healthcare professionals to find, identify evaluate and redact sensitive Protected Health Information (PHI) and Personally Identifiable information (PII) with an efficiency and speed not available with other tools.

Leveraging visual classification technology, healthcare professionals can quickly and completely identify and evaluate sensitive information from all visually classified information. Once identified, sensitive data can be acted upon to meet legal, regulatory and policy compliance requirements. Should there be a requirement for redaction, sensitive data can be redacted using either word or pattern matching or by redacting certain zones within groupings of visually-similar documents. Healthcare providers can redact sensitive data at a rate far exceeding traditional redaction technologies and processes with redaction rates of up to 700,000 redactions per hour. Additionally, redaction output for healthcare providers includes the name of the file redacted, the page/pages redacted, the number of redactions per page, and the reasons for the redaction (PHI, PII, Privilege).

Increased Storage Economy

Data within most healthcare organizations will double every two years if it tracks with general industry projections.¹ This will increase the pressure on organizations to control operating expenses (OPEX) and capital expenses (CAPEX) related to data maintenance and storage. As disk and tape storage costs typically are only 20% of storage related costs, any technology that can cost effectively reduce data can significantly impact organizational storage and storage related costs.² With visual classification technology from BeyondRecognition, healthcare providers can digitize paper, remove duplicates and defensibly dispose of data. This will result in less duplication, less data and less risk. In some cases, organizational data reduction with BeyondRecognition has approached 75%.³ In addition to de-duplication, visual classification technology also has a component to compress files to reduce storage space used by patient records.

With a forensically sound collection process that provides initial hashing, deduplication and enhanced deNISTing of all collected data, BeyondRecognition's visual classification technology reduces collected files down into a single instance. From single instances of data, additional hash deduplication and deNISTing against multiple collections occurs as well as visual deduplication and formation of visually similar groups. This removal of system file and duplicates and grouping can decrease data sets by as much as 50% without any additional manual classification efforts. These efficiencies can immediately and significantly decrease storage resources consumption and help healthcare organizations prepare for growth through the reallocation of resources instead of costly CAPEX purchases.

Learn More. Today.

Based in Houston, TX, RedFile Global is the world's foremost provider of technology consulting and services for the implementation, management, and hosting of visual classification technology in corporate and governmental information governance pilots, projects, and programs.

To learn more about RedFile and how it can help enhance the efficiency, effectiveness, and economy of your healthcare organization, visit RedFile.com and connect with us on Twitter ([@RedFile](https://twitter.com/RedFile)) and [LinkedIn](https://www.linkedin.com/company/redfile).

¹ The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things. IDC/EMC White Paper - April 2014

² IBM Business Value Assessment: Industry Averages For Fully Burdened IT Infrastructure Storage - 2009

³ BeyondRecognition Information Governance Resource Analysis - October 2014



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