

Quality of Life

Finalist – Justin Copie, Innovative Solutions

“Justin grew the Health IT practice from 4 people in 2009 to 26 employees & over 100 clients at present (and growing).”



Dr. Bridgette Wiefeling, CEO, Anthony Jordan Health Center
Justin Copie, Director of Health IT, Innovative Solutions &
Fran Weisberg, President, Finger Lakes Health Systems Agency

Finalist Q&A

How does your organization manage innovation?

Innovative Solutions is an organization that prides itself on its name – literally. We are committed to providing our clients with the best available options that fit an organization's unique needs, even if it's an idea completely outside the box. Specifically within the healthcare industry, we are required to view solutions as a piece of something much greater. As the adoption of electronic health records grows, so do the efficiencies throughout the entire system grow. The whole is greater than the sum of its parts, and it's absolutely critical that we manage innovation responsibly and sensibly for all to benefit in delivering the highest quality of care. If a medical practice adopts technology that enables innovation within a hospital to ultimately deliver safer and more accountable care for patients, everyone wins.

Innovation today...

Today, innovation is about much more than staying ahead of the curve. The adoption of Health IT is all about changing the curve. Healthcare as we know it in Western NY will change forever based on the work we are all doing. The physician practice and hospital systems are beginning to collaborate in a way that we've never seen in our community before. The rapid rate of Health IT adoption is directly leading to streamlined electronic prescribing, sharing of diagnostic images in real-time, faster and more accurate hospital diagnoses, and better connected patient-to-provider relationships. Innovation within the healthcare industry used to merely be focused on the delivery of care. Now it is focusing on the management of care. This is happening as we speak through programs such as Patient-Centered Medical Homes and Accountable Care Organizations. This is only possible by the adoption of Health IT throughout the healthcare delivery system. Our work is directly impacting this within our community every single day.

As a creative, innovative company, what are your most valuable metrics?

Innovative Solutions has built its business over the past 21 years on delivering effective solutions that meet business drivers within a company. The strongest measurement of effectiveness in our business has always been customer satisfaction. The most direct metric that correlates to high customer satisfaction is return on investment. If we can't demonstrate a predicted and actual return on investment for any of the solutions we provide, we will ultimately receive a low rate of customer satisfaction. We challenge ourselves on every project to be customer-centric in our ability to deliver what's best for the client. If we can't deliver a return on investment within their parameters, we tell our clients up-front. In healthcare, this is absolutely critical to our client's success. The difference is that in this industry, the community becomes a major stakeholder throughout the process. It is equally important for medical clients to see a return on investment as it is for their patient populations to see a return. Typically, a patient will receive higher levels of quality of care, more transportable data (through RHIO's), and ultimately a much more streamlined experience through effective Health IT solutions. We didn't do our job if the provider AND patient didn't see a positive impact. One of the ways we measure this is through a dedicated Health IT Advisory Council of Physicians, surveying our existing client base annually, and directly measuring the financial impacts of every project to our customers.