Fact vs. Fiction

Introduction
There is a lot of competitive noise out there about Breg Impact™ and Breg Vision® and what it does or doesn't do. Your customers hear it too. A lot of it is misinformation, so know the facts vs. the fiction.

Security
Fiction: Breg Vision is not secure. Breg is sending unsecured information outside your firewall. Breg Vision is not HiTrust certified.

Fact: All Breg Vision data on servers and in transit is securely encrypted to industry-standard security levels. This security is verified by a third party security audit annually. Certifications like HiTrust provide a one-time certification based on a questionnaire, not an audit, and are not monitored or tested regularly. While a nice-to-have certification, it does not ensure that the software or data is secure. For Breg Vision we felt it was essential to continually test our security to make sure we are providing our customers with software that is consistently meeting industry-standard security measures. In addition, sending information outside of the firewall to a cloud-based system is not uncommon. Many Electronic Medical Record (EMR) companies (such as Athena or Greenway) use a cloud-based system for storing data. As long as the data is appropriately encrypted, the data is secure.

Questions to debunk this myth: Is their system annually audited for security weaknesses? How is their system regularly monitored for security levels? What testing is done and by whom to maintain industry-standard security levels?

EMR Connectivity
Fiction: The competition has the same level of connectivity with EMRs as we do. The competition is able to pull and push information into a customer's EMR and Patient Management (PM) systems.

Fact: In most cases we have seen that our competition is not able to push and pull information to and from the EMR/PM like we do. In a fully integrated Breg Vision system, we are able to pull the patient's schedule from the PM into Breg Vision. Once a product is dispensed to a patient we are able to push the patient's clinical documents (Detailed Written Order (DWO), Proof of Delivery (POD) and ABN if applicable) into the patient's chart and push the billing information (HCPCS codes and pricing) into the PM.

Questions to debunk this myth: Be specific when asking what the competitor's integration capabilities are. Can they pull patient's scheduling into the system? Can they push clinical documentation into the EMR? Can they push billing information including HCPCS codes and pricing into the PM? Are they comparing like business models, meaning wholesale to wholesale capabilities, or is the billing push back to a vendor billing system, like BCS?

EMR Partnerships
Fiction: DJO is a preferred partner or vendor with 9 out of 10 of the top EMR vendors, and is "Epic Certified."

Fact: EMR partnerships are only available with a limited number of EMR vendors, namely Athena, Greenway, and AllScripts. Partnerships do not equate to free and fast interfaces. Partnerships are marketing opportunities, and are typically linked to API interface capabilities, which are what give us the lower cost, high-speed implementation of integrations. Epic and Cerner do not offer partnerships because our solutions offering, as well as MotionMD, equates to very little in a multi-billion dollar system. Some competitors market "partnerships" with other systems that do not offer formal partnerships. Breg participates in formal partnerships with all EMR systems that offer such partnerships.

Questions to debunk this myth: What does a partnership entail, what are the benefits for me as an account? Is there a website I can visit to do more research? What are the benefits to the vendor in the partnership?

Number of patients through system
Fiction: DJO has had more patients utilizing MotionMD than Breg. One million patients is more than Breg has had using Breg Vision.

Fact: Because Breg Vision has been out for 12+ years, we have had WELL over one million patients that have had products dispensed to them through Breg Vision. In fact, in 2017 alone, we had over one million patients who were dispensed DMEPOS products through the Breg Vision software.

EMR compatibility

Fiction: Breg does not have experience with all of the EMRs.

Fact: Breg has integrations with all major EMRs. In fact, often times these connections are built for accounts that are doing their own billing meaning Breg has experience adapting to different clinics' unique workflows. Breg has integrations with over 24 unique EMR/EHR/PM systems.

Questions to debunk this myth: Can the vendor provide a reference for the same business model (i.e. wholesale to wholesale) for someone using the same systems?

EMR connection types (API vs. HL7)

Fiction: Breg does not have the integration capabilities that the competition has. Breg does not have an API connection with Epic or Cerner.

Fact: Breg has integrations with over 24 different EMR/EHR/PM systems with both API and HL7 integrations. Breg has a partnership with Athena that offers a standard API connection. These connections do not offer as much customization as an HL7 interface: however, they are often much faster and more affordable. Breg is also in development with Greenway and Allscripts to offer a similar partnership/API connection with these EMRs.

Some of the larger EMRs like Epic and Cerner DO NOT OFFER an API connection for the type of data exchanges we are using (scheduling, billing, documents). Their systems are too large and too customized for each of their customers; therefore, a custom HL7 interface is always needed. NO OTHER COMPETITOR has an API interface with Epic or Cerner because they do not exist/are not offered for the type of data exchanges we (and our competitors) are using.
Questions to debunk this myth: If you are being told an Epic API exists, can the vendor tell you what data points are being passed through that interface? Does the interface meet your business needs?

Eligibility & Benefits checks

Fiction: Benefits checks are utilized by all DJO MotionMD customers and are embedded in their solution.

Fact: Benefits checks are almost always being utilized by DJO stock and bill employees and from feedback that has been provided, their wholesale accounts are not utilizing this service to date. The current benefits check application is separate from the MotionMD platform and requires the user to utilize two applications to complete their workflow. In addition, it is an added expense to the account. Former DJO team members were not using the benefits check, as was expected of them, because of poor performance, inaccurate information, and patients going against the prescribed treatment because of the perceived cost of the item.

Questions to debunk this myth: What is the cost to use the eligibility/benefits checks feature? Can you provide a reference for someone who is using this in their workflow (for wholesale)? How would you ideally want to utilize eligibility & benefit checks in your workflow?

Competitive Advantages:

Support

Fact: Breg has the LARGEST team specifically dedicated to the success of our Breg Impact programs. With 25 people on the Breg Impact field team, 100+ US billing support staff in our PSCs and over 200 billing support staff in India, we are able to offer unparalleled levels of access and service to our customers. We also have an in-house development team, consisting of 12 team members, working on Breg Vision daily, as well as a direct Breg Vision Support team focused solely on the needs of our Breg Vision partners.

Experience

Fact: Breg launched its first platform in 2005 and is an industry pioneer and leader in implementing DME/bracing programs. The Breg Impact team has extensive experience in consulting, dispensing and billing with team members from clinical backgrounds averaging over 15 years of experience in the orthopedic industry.

Breg Vision was started in-house in March 2008 as a web application. Our native iOS application launched in April 2012, and we went live with our integration capabilities in May 2013. As of April 2018, we have 70 accounts live with a fully integrated Breg Vision platform.

Offline

Fact: Breg Vision offers offline and auto-save capabilities. This allows you to continue to dispense products throughout the day without WiFi and/or cellular data connectivity, if needed. The Breg Vision app will save and queue your dispensements then when connectivity is active again, your dispensements will be completed and inventory deducted without disruption. This is also true for inventory counts so we minimize disruption in the process of counting an inventory closet.

ABN

Fact: Breg Vision has an embedded ABN form that can be included in the clinical documentation paperwork if needed for a patient. The user has the option to use a Medicare or Commercial ABN depending upon the payer and/or product.
If you have additional "fact vs. fiction" items you'd like to add, contact Lauren Ray, lray@breg.com.