

ENT | HEAD & NECK SURGERY

Oklahoma Otolaryngology Associates, LLC

Oklahoma City, OK

CLINIC PROFILE

Providers: 25 Provider practice

Specialties Served: Ear, nose & throat (ENT), Head & neck surgery

AdvancedMD Client Since: 2012

Technology Profile: Oklahoma Otolaryngology Associates, LLC (OOA) serves 6,200 patients per year from eight locations and three rural satellite clinics. The 13 physicians, three physician assistants and nine audiologists in this ENT and head and neck surgery practice were looking for an EHR system that would satisfy each individual practitioner's experience with the interface. There were very specific features in the AdvancedMD EHR that stood out from the others considered, as OOA North Side and South Side offices have different note systems and template types.

Practice Highlights: Thanks to Rhythm, the AdvancedMD fully integrated, cloud-based workflow platform of smart applications, created specifically for independent medical practices, OOA not only adopted an easy-to-use EHR that simplifies clinical documentation but also incorporated six additional AdvancedMD modules that resulted in improved administrative outcomes and patient contact systems.

ADVANCEDMD RHYTHM PLATFORM ENABLES OTOLARYNGOLOGY PRACTICE TO CUSTOMIZE PRACTITIONER & ADMINISTRATIVE SYSTEMS, IMPROVE PATIENT EXPERIENCE

Founded in 1978, Oklahoma Otolaryngology Associates, LLC (OOA) now serves 6,200 patients per year from eight locations and three rural satellite clinics. The 13 physicians, three physician assistants and nine audiologists in this ENT and head and neck surgery practice were looking for an EHR system that would satisfy each individual practitioner's experience with the interface. Thanks to Rhythm, the AdvancedMD fully integrated, cloud-based workflow platform of smart applications, created specifically for independent medical practices, OOA not only adopted an easy-to-use EHR that simplifies clinical documentation but also incorporated six additional AdvancedMD modules that resulted in improved administrative outcomes and patient contact systems.

Oklahoma Otolaryngology Associate's Jeffrey A. Buyten, M.D., F.A.C.S., says there were very specific features in the AdvancedMD EHR that stood out from the others considered.

"We especially like the accessibility, affordability and malleability of [AdvancedEHR](#)," explains Dr. Buyten. "The other products we evaluated have cookie-cutter ENT and head and neck surgery templates where the amount of work and cost to change them just didn't add up. With AdvancedMD, we can go in and make small notes today to help our documentation go smoothly, and they are updated immediately."

Dr. Buyten adds that both the OOA North Side and South Side offices have different note systems and template types, but AdvancedEHR integrates all of them.

"Providers have the flexibility to make it look the way they want, and we really like that. Some of our providers used EHR technology in their residencies, so this is natural and appealing to them. And as we've added new partners over time, there have been no complaints about the interface."

ADOPTION OF ADVANCEDPM HAS REDUCED ACCOUNTS RECEIVABLE DAYS

Oklahoma Otolaryngology's Administrator Amanda Foutch, a 16-year veteran of the practice, says OOA has also been able to customize administrative workflows within AdvancedMD practice management software, [AdvancedPM](#), with positive results.

"Using the A/R module, we've changed the way in which our billing is done," Ms. Foutch points out. "Charges are turned over to our patient balances more quickly, and we now have a checklist that makes us more accountable. Accounts receivable days have gone down from 45-to-50 days to the 30s."

Ms. Foutch also points to the claim scrubber, which saves staff costs by eliminating manual reviews. They are able to find unusual incidences much more quickly than ever before.



Patient Experience Benefits from AdvancedMD Portal Feature

Because of its focus on specialty episodic care rather than ongoing primary care, Oklahoma Otolaryngology has limited need for ongoing patient communications. However, Ms. Foutch asserts that their patients have benefitted from the AdvancedMD intake form for its new [patient portal](#), making it easier for them to provide the necessary information. The practice is also looking at the [AdvancedMD Reputation Management](#) tool, something Ms. Foutch considers “low cost but with great rewards” in monitoring crucial patient satisfaction levels.

The Benefits of Integrated Provider-Patient Workflow

OOA exceptional integration of AdvancedEHR, AdvancedPM, [AdvancedInsight](#), AdvancedPatient, [Report Center](#), [eEligibility](#) and [AdvancedExchange](#) led to its selection as one of four medical practices to receive a Healthcare Innovator of the Year award from AdvancedMD. Each winning practice has made strides in advancing and directing the course of AdvancedMD and the healthcare industry by creating a best-in-technology practice of the future.

As Dr. Buyten states, “We chose AdvancedMD – and committed to learning and using it throughout our practice

– because it allows us to retrieve and capture data for reporting, and operate the system to produce reports in the manner we need. By taking the time to do the implementation right, it was seamless.”

“There was no dip in patient flow when we went live with AdvancedMD, which was very important to our practice,” concludes Ms. Foutch.