AdvancedMD

5 Creating a STAR service

⌕ Abstract

Patient turnover threatens the financial stability of private practices. Studies have shown patients rarely leave a practice due to distrust in a physician's skills, but rather due to frustrations with office procedures and staff. With several economic factors impacting small private practices, fostering loyalty with patients is more important than ever. Physicians must find ways to improve the experience of their patients. Implementing efficient, up-to-date technology is critical in patient retention. Electronic health records (EHR) allow physicians to maximize workflow, access necessary information, and spend more time engaging with patients. An investment in EHR is an investment in your patients.

ADP, an established and trusted company with more than 60 years in experience, provides an all-in-one solution with AdvancedMD. With powerful tools like HealthWatcher, ePrescribing, and Patient Portal, your patients will experience convenient and complete healthcare management difficult to achieve with traditional paper charts. Learn how to improve your patients' experience and reduce patient turnover with EHR from AdvancedMD.

› Introduction

Private practices will lose 25% of their patient population each year according to industry research. This represents a potential revenue loss of $250,000. As economic factors continue to threaten private practices, physicians must foster loyalty with their patients in order to survive.

Patient satisfaction can be difficult to achieve, especially when treatment decisions often do not make patients happy; however, top-of-class physicians closely scrutinize their patients' experience in order to improve controllable factors. Few patients leave a practice due to their lack of confidence in their physician; rather, most patients cite reasons related to office operations and management of the practice.

Much has been said about how electronic health records (EHR) will improve the working experience of physicians and administrative staff, but patient experience will also significantly improve with proper EHR implementation. EHR provides patients the opportunity to become more involved in their own health while providing an online space for patients to interact with physicians. Additionally, integrated practice management and EHR software reduces office inefficiencies that fuel patient turnover.

Technology has become a proven factor in nurturing patient engagement and satisfaction. Investing in EHR that is tied to the practice management software is an investment in your patients. Taking the initiative to improve the patient experience will help you retain patients and add more revenue to your bottom line.

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Why do patients leave a practice?

Patients leave a practice for a variety of reasons. Unfortunately physicians are unable to control all factors such as patient relocation or insurance plan changes, but it may surprise you to know that most patients change practices due to problems that could have been remedied.

Industry research has uncovered a very important finding when considering patient loyalty: patients rarely leave a medical practice due to distrust in a physician's skills. Many patients leave after experiencing long wait times, billing errors, poor follow-up, or less-than-perfect interactions with office staff—all of which is under the physician's control.

Every physician should consider patient satisfaction a top priority as it is a leading factor to maximize financial health and increase revenue. If patients are leaving your practice due to a poor experience, the long-term stability and financial health of your private practice is threatened.

How will EHR implementation improve patient experience?

New technology can dramatically impact the day-to-day operations of a busy medical practice and should be thoughtfully considered. When implementing any new technology in a private practice, physicians and office managers must closely scrutinize whether this change will improve patient experience and, as a result, increase retention rates.

EHR adoption, when used with practice management software, is an important tool to build relationships, improve experiences, and foster loyalty with your patients. Patients embrace technology that allows them to access their own health information, and EHR provides them with information like never before.
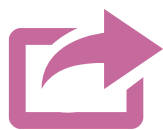
AdvancedMD provides the features you need to create a better patient experience:

Patient Encounter

allows you to record clinical information while engaging with the patient.

Interoperability

ensures records are quickly sent and received electronically.

ePrescribing

provides a paperless process to manage patient medications.

Patient Portal

delivers a secure online communication system for your patients.

HealthWatcher

ensures patients adhere to your medical advice via automated alerts.

Isn't it time for your practice to put these tools to use?

👥 Patient Encounter

One of the top reasons patients cited when asked why they left a practice was a perceived indifference from the physician or feeling as if the physician was always in a hurry. Patients expect physicians to spend time with them to discuss their information. With paper charts, physicians must often leave the patient to retrieve, review, or document health information. Patient Encounter allows the physician to do so while engaging with the patient.

AdvancedMD EHR software is web-based, making the management of health records more convenient and secure. Providers are no longer tethered to desks or office servers: portability features allow you the flexibility and freedom to access information wherever you may be interacting with patients.

Physicians can update notes, check medical records, and review test results conveniently while engaging with patients.

There is no need to leave them waiting while you hunt for missing paperwork or yell down the hall for files. The convenience of EHR means your patients get more valuable face time with you—an important factor in patient retention.

➦ Interoperability

Interoperability is critical to maintaining a powerful EHR system. AdvancedMD connects patients, providers, referring physicians, and other key stakeholders to a patient's complete health record. Because AdvancedMD supports hundreds of healthcare communities including hospitals, labs, state registries, health departments and imaging centers, receiving and sending patient records is faster than ever.

The hassles of lost orders and paperwork are reduced for the patient. Electronic transmission ensures that records arrive when and where they are needed. In the case of hospitalization, files can quickly be sent to facilitate the best medical outcomes.

✍ ePrescribing

AdvancedMD cloud electronic prescribing (ePrescribing) strengthens the relationship between physicians, patients, and pharmacies by automating the prescription management process. Additionally, ePrescribing delivers improved care and convenience and reduces risks by tracking potentially dangerous drug interactions.

Patients experience an organized, streamlined process while managing their medications:

- ⊙ ePrescribing allows physicians to send prescription requests and refills directly to the pharmacy (prescriptions are often ready before patients arrive at the pharmacy).

- ⊙ Physicians and patients have a more accurate, comprehensive list of medications in one location to monitor concerns and reduce the risk of interactions.

- ⊙ ePrescribing, when used with Patient Portal, allows patients to request refills securely online.

- ⊙ Patients no longer need to hassle with paper prescriptions, which can easily be misread by pharmacy staff.

- ⊙ Patient data is automatically populated by AdvancedMD software reducing patient wait times and errors associated with manual entry.

🔒 Patient Portal

As the world becomes increasing technology-centered, patients' expectations are changing. Patients often want to manage their billing, messaging, and information online. AdvancedMD provides a platform for you to engage with patients electronically.

AdvancedMD Patient Portal is integrated with our EHR and practice management (PM) to deliver a single solution for patient interaction online.

As an ONC-ATCB 2011/2012 Meaningful Use certified software, AdvancedMD improves patients' access to their own records. The built-in features of the Patient Portal also streamline processes that can often be time-consuming in person.

The freedom and flexibility of EHR is not just for physicians: patients will also experience the benefits of enhanced technology. Studies have shown physician-patient relationships are strengthened when

patients have access to their own medical information.

Patient Portal provides a way to encourage transparency, trust, and shared decision-making leading to higher rates of retention.

Patient Portal gives patients the convenience to manage many tasks online:

- › View statements
- › Make payments
- › View clinical summary of care from past visits
- › Access educational material
- › Send and receive messages from the medical office
- › Request an appointment

☁ HealthWatcher

Providing superior care to your patients is your priority. Sound health maintenance strategies include a full array of counseling, screening, and other preventative services designed to minimize the risk of premature sickness. Tracking and remembering to schedule screenings and other preventative or follow-up visits can be cumbersome for both the patient and the physician.

HealthWatcher, a feature of AdvancedMD EHR, automates sending those easy-to-forget reminders to your patients.

Patients will experience the convenience of automated reminders, which are proven to increase patient retention. Such alerts provide a better patient experience when meeting with you. For example, screenings and lab work can be completed before appointments so you can discuss test results.

With AdvancedMD EHR, you can tailor your health maintenance solution to fit the unique needs of different groups of patients.

For example, you can customize health maintenance information by diagnosis, age, or other demographics, to help your support staff quickly identify and reach out to patients who are due for tests or procedures HealthWatcher generates alerts for appointment recall, prescription refills, and laboratory orders, creating a top-notch patient experience

› Conclusion

Patient retention is a top concern for all physicians. Each time a patient leaves your practice, especially due to controllable factors, it threatens the financial health of your practice. Patients build relationships with physicians who demonstrate a sincere investment in their health. Also, patients are loyal to practices that take the hassle out of health management: automated reminders, streamlined office processes, and high-level service.

The features of AdvancedMD EHR will provide you with the tools you need to build a better patient experience. When coupled with AdvancedMD practice management software, your time will no longer be spent hunting down information, worrying about office operations, and hassling with outdated filing systems. You will be able to spend time focusing on improving your patients' health and their experience.

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