



HOW  
**EHR**

*CAN CREATE A*

**BETTER  
PATIENT  
EXPERIENCE**

Advanced**MD**

## 👉 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,<sup>1</sup> 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 improve the experience of their patients, and implementing efficient, up-to-date technology is an important step. Electronic health records (EHRs) allow physicians to maximize workflow, access necessary information, and spend more time engaging with patients.


With powerful tools like HealthWathcher, ePrescribing, and Patient Portal, your patients will experience level of convenience and care difficult to achieve with traditional paper charts. Learn how EHR from AdvancedMD can increase your patient retention.

## 🔍 Introduction

The average practice will lose 25% of its existing patients this year according to industry reports. This represents a potential revenue loss of \$250,000. In a tough economic climate, you must foster loyalty with your 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 scrutinize patient experience in order to improve controllable factors. Few patients leave a practice due to their lack of confidence in their physician; rather, most patients leave due to frustrations with office staff or procedures.

Much has been said about how electronic health records will improve the working experience of physicians and staff, but patient experience will also improve with EHR. With EHR patients gain a way to become more actively involved in their health. Additionally, integrated practice management and EHR software reduces office inefficiencies that fuel patient turnover.<sup>2</sup>



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## 👉 Why do patients leave a practice?

Patients leave a practice for a variety of reasons. Unfortunately you can't control all factors (i.e. patient relocation or insurance plan changes), but it may surprise you to know that most patients leave due to easily-remedied problems.

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 your control.

1. Childress, K. Getting no respect, according to your patients. In Medical Economics. CDC/NCHS, Physician Workflow study, 2011.
2. American Medical Association. What Makes Patients Loyal? In American Medical News.

# 💡 How will EHR implementation improve patient experience?

Patients embrace technology that allows them to be involved in their own health information and overall experience. Begin building relationships with your patients by adopting a powerful EHR system.

AdvancedMD is a cloud solution, making the access to health records more convenient and secure. EHR on the iPad means you are face to face with patients, no longer tethered to a desktop machine or held hostage by paper charts or office servers. Portability features allow you the flexibility and freedom to access patient information anywhere you need to be.

Provide your patients with a better experience through AdvancedMD features:

**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 you comply with best practices and your patients adhere to your medical advice via automated alerts.

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

## For Physicians

More face time often equals higher satisfaction rates. Use the portable features of AdvancedMD EHR to increase time spent with patients. Access health records using your iPad, tablet or laptop while in the exam room.

## For Office Managers

Eliminate the redundancies of multiple systems and paper charts. AdvancedMD EHR and practice management provides an all-in-one solution to managing your office. No more paper charts. No more copying and pasting. Experience the convenience offered by a truly powerful software suite.

## ⚙️ PATIENT ENCOUNTER

One of the top reasons patients cited for leaving a practice was a perceived indifference from the physician or feeling as if the physician was in a hurry. With paper charts, you often leave the patient to retrieve, review, or document health information.

## ⚙️ PATIENT PORTAL

Patient expectations are changing. They want to manage their billing, messaging, and information online. The built-in features of the Patient Portal streamline processes that can often be time-consuming in person. Patient Portal offers patients the convenience to manage tasks online:

- View statements
- Make payments
- View health summaries
- Access educational materials
- Send and receive messages
- Request appointments

## ⚙️ E-PRESCRIBING

Automate the prescription process by sending requests and refills directly to the patient's pharmacy of choice. Allow patients to request refills securely online. Eliminate the hassle of paper prescriptions, which can easily be misread by pharmacy staff.

## ⚙️ 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 a host of healthcare communities including hospitals, labs, state registries, health departments and imaging centers, receiving and sending patient records is faster and easier than ever.

## ⚙️ HEALTHWATCHER

Sound health maintenance strategies include counseling, screening, and other preventative services. Tracking and remembering to schedule screenings and visits can be a burden for both the patient and staff.

HealthWatcher automates sending those easy-to-forget reminders to patients. Patients will experience the convenience of automated reminders, which are proven to increase patient retention.

You can customize maintenance information by diagnosis, age, or other demographics, to help you 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 one of your top concerns. 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.

AdvancedMD EHR provides you with tools to build a better patient experience. Because the practice management is integrally combined, 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 patient health and their experience.

