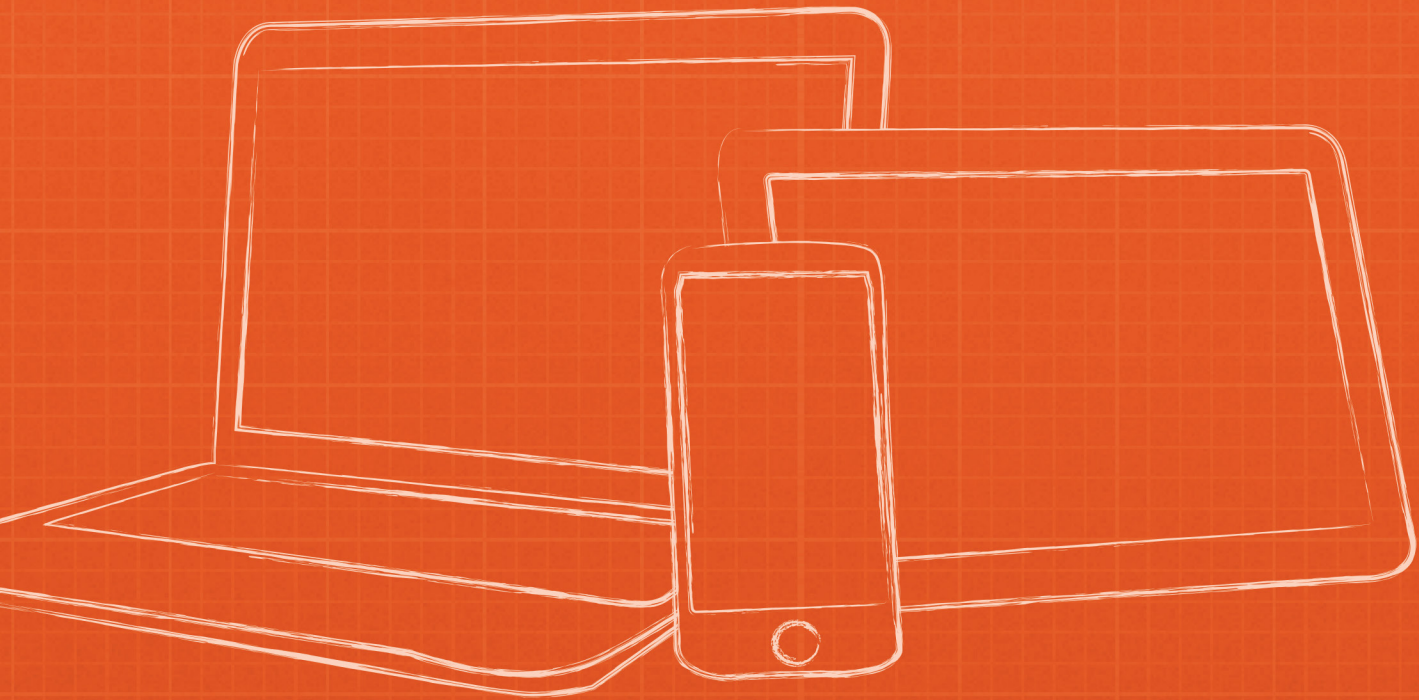


# Top technologies in healthcare

for 2015 & beyond



Healthcare has entered into an era where it must compete for the patient's time and attention. Cloud computing is now a pervasive enabler of most every technology that physicians can and should be leveraging. The cloud is the platform to properly support security, mobility and flexibility to the ever-changing regulatory landscape. The cloud is not a trend – think about the last time you made an online purchase or accessed your bank account.

As payment reform is progressing and we switch from fee-for-service to fee-for-value models, it is critical that private practices take steps now to prepare for this new reimbursement model. This preparation will steer practices toward doing the right things for their patients as well as their businesses. Practice management, EHR, patient relationship management, actionable analytics, and interoperability are broad categories that a private practice should evaluate carefully to be prepared for long-term growth.

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## Top 5 technologies for your practice

### #1 Health watcher technologies

These are enablers of proactive patient engagement. According to the recent IDTechEx report on the wearables market for healthcare, the market is projected to grow from \$14 billion in 2014 to more than \$70 billion in 2024. This booming market is an opportunity for physicians to shift into the role of “health watcher” for their patients. The industry can no longer function in reactive ways to patients initiating visits. Both Apple and Samsung have introduced health tracking frameworks and data repositories in their mobile devices, and as a result consumers will soon be wearing devices such as Apple Watch and Samsung wearables.

Now, not only can someone track how many steps or even floors they have walked, but health statistics like heart rate and blood pressure can be measured. Private practices should think about integrating this patient base data into their EHR in order to provide

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proactive and preventative actions to their patient population. Not only is this the right thing to do for the patients, but it also increases the practice revenue, enhances reputation and decreases healthcare costs. While appointment reminder technology is now mainstream, health reminder communications such as email, text and phone calls will become mainstream in our immediate future.

**Download the new AdvancedMD mobile ICD-10 app for iPad®, iPhone®, and iPod Touch®.**

This app lets you track preparedness for ICD-10, compare ICD-9 codes with the ICD-10 equivalents, view potential risk assessments, use as a quick and convenient search for ICD-10 codes, add ICD-10 codes to charge slip templates, and view articles and action plans to guide your transition. [Download from Apple app store.](#)



## #2 Telemedicine

With the rise of mobile computing, convenience will be a driving factor to your success. A 2014 study from Manhattan Research found two in five physicians agreed that using digital technology to communicate with patients will improve patient outcomes. Starting January 2015, CMS will start paying for chronic care management, wellness visits and psychotherapy services.

The telemedicine cash business has been growing for a few years and now that CMS has expanded reimbursement for telemedicine, private practices need to start meshing business processes and technologies to take advantage of this growing market by offering a convenient way for patients to save time and get readily-accessible preventative care.

### Are you leveraging the ultimate revenue cycle metric?

Understanding how much your practice collects per Total RVU gives you tremendous insight into your revenue cycle performance as well as negotiating leverage with your payer mix. [Learn how to calculate your Total RVU.](#)

## #3 Readiness of integrated practice management & EHR bundles

With industry regulations such as ICD-10 imminent, medical office software should now be ready to support the increased complexity in coding. However, the effects of an expanded codebase aren't all about technology. Patient visits and the associated workflows, from the moment a patient arrives through to receiving a claim payment, need to change fundamentally.

The questions that are asked and data that are collected at the point of care are also affected. Practices need to stop thinking of coding as a data entry function and make it a proactive process, occurring in real-time. Practices that don't plan for this shift may see a rise in claim denials, and the aftermath may overwhelm staff and financially cripple the practice. As someone with stewardship of your practice's financial performance, you should assess how you are doing post ICD-10 implementation.

### Take a free online assessment.

Find out if your practice is a 'sick puppy'. Evaluate your risk by your specialty, top procedure codes, commercial payer mix and IT infrastructure. This 10-minute survey includes 19 questions and gives you immediate results. You'll visualize on a graph if you are a 'Sick Puppy' and receive a printable summary of where you rank as well as a suggested list of resources to help improve your technology, people and processes.

[Start your assessment here.](#)



## #4 Big Data, analytics, benchmarking & finally business intelligence

With cloud technologies, Big Data is no longer only for large health systems. From patient health monitoring to quality measures, accounts receivable and payer reimbursement and more, data should be accessible and manageable with easy and actionable analytics tools. In addition to actionable analytics for the different aspects of business, it is important to benchmark a practice against other practices or the industry as whole. Otherwise, a practice might never know how well it is doing and what new goals should be set. Benchmarking tells the practice manager where their business stands compared to other practices. It helps answer questions such as how much the practice is getting paid relative to

other practices and if it needs to start collecting more for certain services. Analytics can measure these factors relative to the practice's goals and in comparison to other practices. Benchmarking is complex and time consuming, but EHR providers and practice management technologies are especially well positioned to provide these benchmarking services.

Practices are overwhelmed with data, and technology providers need to move beyond providing dashboards and monitoring trends. Big Data must now be a driving force for actionable alerts that trigger automated staff or even patient actions. Physicians might be asking: what treatment plan

or medications are other doctors prescribing for the same diagnosis? Analytics data can help match patients who share the same condition so they can compare notes and even create support groups.

### **Big Data technology finally within reach.**

Historically, only large healthcare organizations have had the time, budget and experts to mine valuable intelligence from Big Data. Today, technology has finally made Big Data accessible to the private practice.

[Tour Big Data in your practice.](#)

## #5 Interoperability & transition of care

All practices play a role in the healthcare ecosystem. Most practices receive patient referrals from, or give patient referrals to, other practices or care settings. It is important to have seamless transition of care among entities to save time and money, and provide patients with excellent and convenient service. Interoperability enables sending and receiving summary-of-care documents and other necessary information about patient care continuum. Interoperable systems will automatically store patient information like discrete data points within the EHR. This will allow practices to not have to ask the same questions from a patient multiple times and it will expedite care, increase care quality and decrease costs by avoiding unnecessary procedures and tests.

The pace of innovation in healthcare has immense potential to advance the quality of care in 2015 and beyond. Smart practices need to prepare and adopt for upcoming healthcare reforms and provide proactive preventative care for their patients. This is not only good business but also the right thing to do for the patients and communities.

### **Receive & share health information electronically.**

Our interoperable EHR software allows you to coordinate care across settings. Electronically receive and exchange orders, results, referrals, consults, medical histories, summaries and more.

[Check out interoperability EHR.](#)

“Interoperable systems will automatically store patient information like discrete data points within the EHR.”