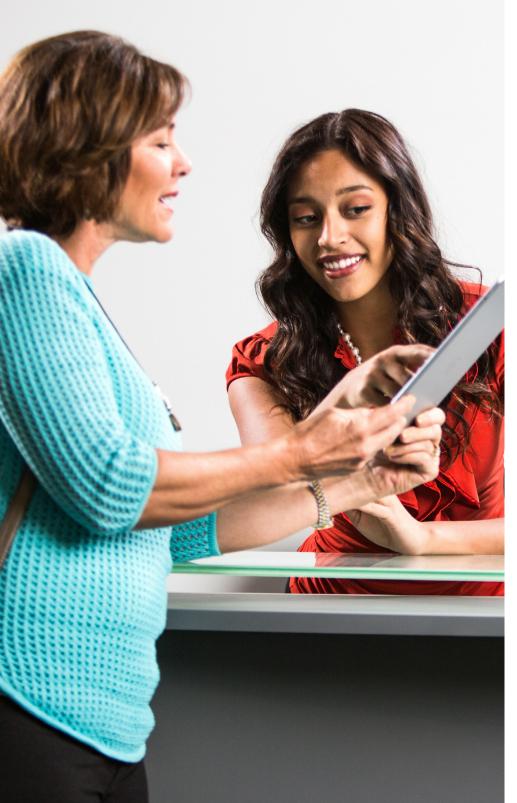THE **DEFINITIVE** GUIDE TO

managing a successful

GENERAL PRACTICE OFFICE

AdvancedMD.

THE FUTURE OF PRACTICE AUTOMATION WITH A PATIENT FOCUS

Here's a bold assumption: you didn't go through years of medical training because you have a burning passion for patient billing. And it wasn't due to a love for walking through a maze of medical charts. Or a craving for appointment reminders.

You followed the path of a general practitioner because you're committed to improving the lives of your patients. It's as simple as that. Your dedication to patient care is the driving force of your career. Yet, too often, it can get crowded by the administrative demands of running a practice.

The question is, how do you alleviate the burdens of running your practice so that instead of dealing with mundane tasks like reporting, processing and verifying, you can focus on the patients who need your attention? And how do you build loyalty and engagement with your patients?

The solution to better management of your practice is to implement a complete cloud platform for practice automation. When you have an integrated physician-patient workflow across all aspects of your practice, from the front office the billing and the clinical side, your efficiency goes through the roof. And your patients are the chief recipients, as it will be easier than ever for them to book appointments, get reminders, send you messages, submit refill requests and pay their bills.

The next evolution of practice automation tools is here, & life is about to get much easier for both you and your patients.

STREAMLINE YOUR FRONT OFFICE

Before your patients can be treated, there are hoops to be jumped through. And for patients to enjoy continuity of care and pay their bills, there are even more hoops to navigate. Rather than having your front office employees shoulder these burdens, use integrated cloud practice tools that allow patients to conveniently complete the tasks on their own.

There are few things in life that are a true win-win, but this is one of them. Patients love the online scheduling and paperless intake process (no more old clipboards with copy upon copy that they can barely read). Your staff simply auto-assigns forms to patients prior to their visit, so they can complete them at their convenience 24/7. The documents then upload directly to patient electronic records, with no scanning or data entry required.
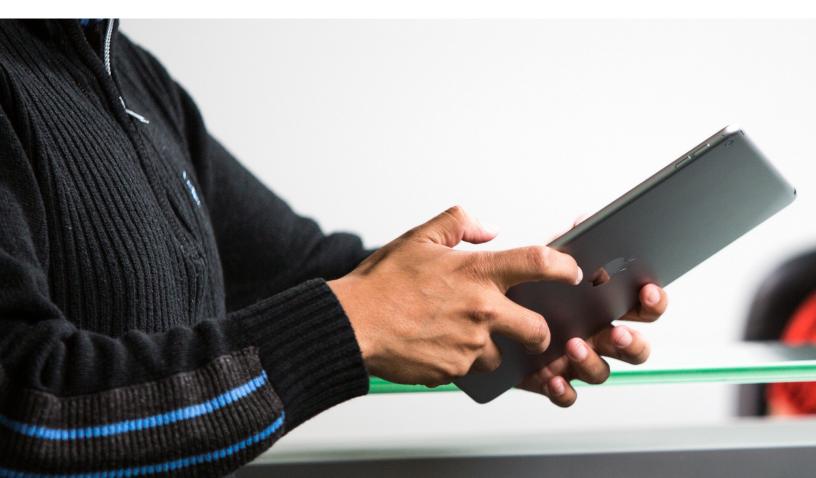
These patient intake forms save precious time, not to mention paper and ink. By processing insurance verification electronically, you'll know coverage and deductible amounts ahead of time, preventing insurance headaches at the front desk.

Of course, preparing for an appointment is entirely different from keeping an appointment. A patient portal is designed to increase patient satisfaction while alleviating administrative tasks for your staff. Your patients will feel more connected creating higher patient satisfaction and retention rates. AdvancedReminders sends personalized text, email and phone messages automatically, in English or Spanish, at intervals you select: a month, a week or a day prior to the appointment. Most importantly, with AdvancedMD you get confirmations back. You can view all the confirmed appointments in one place, making it easier to manage your time and improve efficiency.

> *A patient portal allows your patients to feel more connected creating higher patient satisfaction & retention rates.*

SAVE TIME & MONEY WITH AN EHR

EHR was designed for patient safety and interoperability, but when you select one that is engineered for the specific workflow of general practice and is integrated with your billing system, your EHR can work wonders for your bottom line.

The future for EHR is consolidating information and surfacing it into a practice dashboard that shows all your workflow elements in a single location, for a remarkably convenient way to manage tasks. With AdvancedMD, you get a mini schedule snapshot with one-click drilldowns to the patient chart. You can capture charges, check patients in and out, mark a no-show and manage rooming. And your messages are prominently displayed in a familiar "in-box" layout.

Perhaps the most revolutionary element is the donut: a graphical element that visualizes your completed and outstanding items and better organizes your day. You can

select which donuts you want, and each gives real-time visibility so you'll always know what to do next.

A Harvard Medical School study revealed that common medical errors are minimized by using an EHR. Here's the kicker: the study "found that the rate of malpractice claims when EHRs were used was about one-sixth the rate when EHRs were not used."[1]

In addition to lowering the risk of malpractice by providing audit trails, system defaults and role-based access, EHR software also takes the pain out of your day-to-day routine. Consider how frustrating it can be to have changing systems and the inability to employ your own personal preferences for notes, forms or templates.

With a top quality EHR, you don't have to adjust your practice to fit the software. Instead, you get

customizable software that you can mold to fit you and your practice. For example, AdvancedMD gives you convenient family practice and internal medicine templates to fit your workflow and charting preferences. It makes it easier than ever to manage your patients, tasks and overall practice performance.

EHR features also help you with MACRA compliance. AdvancedMD has integrated tracking to help automate and simplify the complexities of MACRA requirements. It's a faster way to capture patient data, so you spend more time treating patients and less time fussing with charts.

TURN YOUR BILLING PAINS INTO FINANCIAL GAINS

Billing is one of those great unifiers in life. It doesn't matter your age, gender, race, or religion, you probably hate managing claims and denials. So it's no wonder that more than 50% of physicians say patient payment collection is their biggest revenue cycle concern. Of course, these concerns are rooted in the fact that more than 25% of private practice revenue comes from patient payments.[2] And that percentage will likely increase with the trend toward higher deductible health plans, coinsurance, and copays.

For patients, the billing process can be even more frustrating. One survey reports that 61% of patients find their medical bills confusing.[3] This results in slower payments, with practices sending an average of three statements before receiving payment. And if you turn the bill over to a collection agency, you'll recover just $15.77 for every $100 owed.[3] Ouch.

The most comprehensive way to improve your billing is to incorporate a tool like AdvancedBilling into your practice. Working in conjunction with your other practice software tools, it centralizes the process and allows more efficient claims management and billing while you still maintain full transparency into your practice performance.

Patients can securely view their bills online, then pay with a credit card. The bill's clarity and ease of payment mean more prompt payments from patients. And it doesn't stop there, because patients who are highly satisfied with the billing process are twice as likely to recommend their physician to their friends[4] and post positive online feedback.

Plus, your front office will have a clearinghouse that automates manual processes and improves workflow with auto-generated worklists and claims status tracking for multiple providers and sites. They'll get all the tools needed to ensure your claims management and patient billing processes run smoothly every time.

Over 50% of physicians say patient payment collection is their biggest revenue cycle concern.

STAY CONNECTED & BOOST PATIENT SATISFACTION

In addition to streamlining the billing process for both patients and your practice, portals keep patients feeling informed and involved in their own care. For example, secure, HIPAA-compliant messaging enables your patients to communicate with your office, physicians and staff to ask questions, request an appointment or refill a medication. Your staff is freed up by the significant decrease in patient phone calls, and you can quickly respond to messages or process appointment and refill requests.

And the communication goes both ways. If you need to send an email or text to your patients, you can quickly set the recipient criteria and relay messages in less time than it takes to do a hernia check.

"The money I have invested in AdvancedMD is miniscule compared to the return. I have never been more efficient — ever — in my professional life as I am now." —Jed Shay, MD

INCREASE PATIENT ACCESS & REVENUE WITH TELEMEDICINE

What about those who find it difficult to make office visits due to health, schedule or travel limitations? For so many routine visits, telemedicine visits remove the physical gap between you and your patients. And with the high patient load most general practitioners carry, telemedicine provides a versatile way to treat more patients without the additional overhead costs associated with office visits.

> *Telemedicine provides a versatile way to treat more patients without the additional overhead costs associated with office visits.*

It's no wonder that an increasing number of practices across the country are embracing telehealth. In fact, industry statistics suggest the use of telehealth will increase from an estimated 250,000 patients in 2013 to an estimated 3.2 million in 2018.5 By the year 2020, telemedicine is forecasted to be worth $34 billion globally.[6]

The bottom line is that telehealth solutions like AdvancedTelemedicine improve continuity of care and increase the likelihood of patients taking positive steps to manage their treatments. Patient care is made even better with a population health solution like HealthWatcher that can automatically send medical advice, healthcare best practices and appointment reminders. It's totally customizable for variables like age, gender and diagnosis, and allows you to follow up on treatment plans for patients with ongoing needs. Likewise, since AdvancedMD offers a complete integrated suite of cloud solutions, all notes taken on the telemedicine visit are automatically updated within the EHR. This saves lots of time and reduces errors.

If all this telemedicine talk seems a little complex and overwhelming, it's probably time to pump the brakes a little and emphasize how user-friendly it is. The interface is actually so simple to use that there's no learning curve. If you can Skype or FaceTime, you can use telemedicine. And all you need to get started is a computer with a webcam and an internet connection.

CONCLUSION

Your commitment to patient care is a pillar of your practice. It has guided you this far in your career, and will continue to empower you to make a lasting impact in your community.

Our goal is to reduce your day-to-day hassles, so you can focus on what truly matters and stay close to the heart of medicine. The beauty of our easy-to-use solutions is that while they're reducing your administrative headaches, they're simultaneously boosting your patient engagement and revenue for your practice. Call us today to talk about how we can help you further improve the lives of your patients by dedicating more of your time to patient care.

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