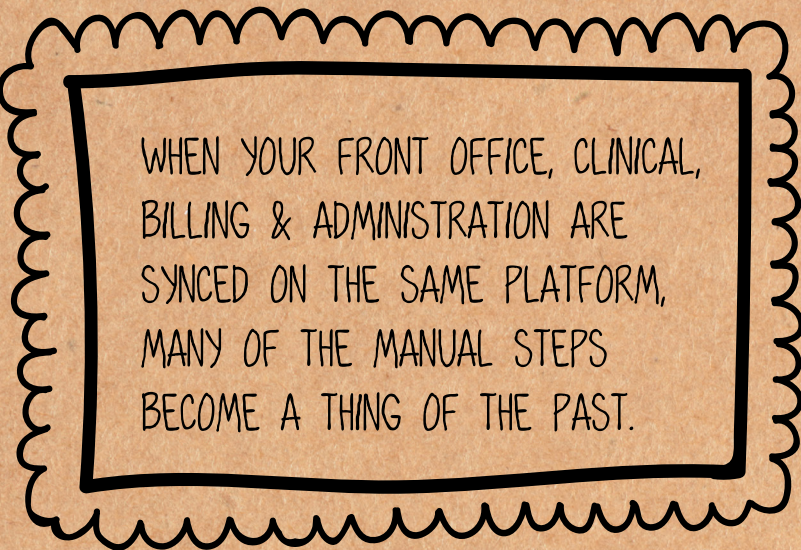


OB/GYN:
SPECIALIZED PRACTICE TOOLS
TO BOOST YOUR
business results



WHEN YOUR FRONT OFFICE, CLINICAL,
BILLING & ADMINISTRATION ARE
SYNCED ON THE SAME PLATFORM,
MANY OF THE MANUAL STEPS
BECOME A THING OF THE PAST.

There's a story told about the mightiest army in ancient Sparta. This particular group of warriors was so effective and powerful that their enemies would often surrender before battles even began. Amazed by this fighting unit's success, the king summoned the general to learn what made his army different from all others.

The general's answer was simple: all five of the captains in his army were brothers from the same family. Because of their close bond, they communicated perfectly with each other and could anticipate each other's decisions. So even while engaging in different parts of a chaotic battle, they operated as one.

The same can be said for modern OB/GYN office software. There are hundreds of impressive products on the market. Some help with billing, others with charting, but cobbling them together on different platforms severely limits their effectiveness. It's only when a single software family is integrated across all aspects of your practice that you truly experience their full workflow benefits. This achievement is called practice automation.

The AdvancedMD cloud suite is designed to bring this kind of unity to your office, automating many of your manual healthcare-related processes and sending your efficiency through the roof. It also dramatically improves your patients' journey, making it easier than ever for them to see flowsheet information and visit summaries, book appointments, get reminders, send you messages, submit refill requests, track their lab results and pay their bills.

The result: higher staff & patient satisfaction, improved healthcare and more patient referrals.



back- end support for 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 truly win-win, but this is one of them. Patients love the online scheduling and paperless intake process (no more old clipboards with copies of barely legible forms). Your staff simply auto-assigns forms to patients prior to their visit, which they complete at their own convenience. The documents then upload directly to patient electronic records, with no scanning or data entry required. It saves precious time, offers more thorough histories, including family histories, and is actually enjoyable for patients.

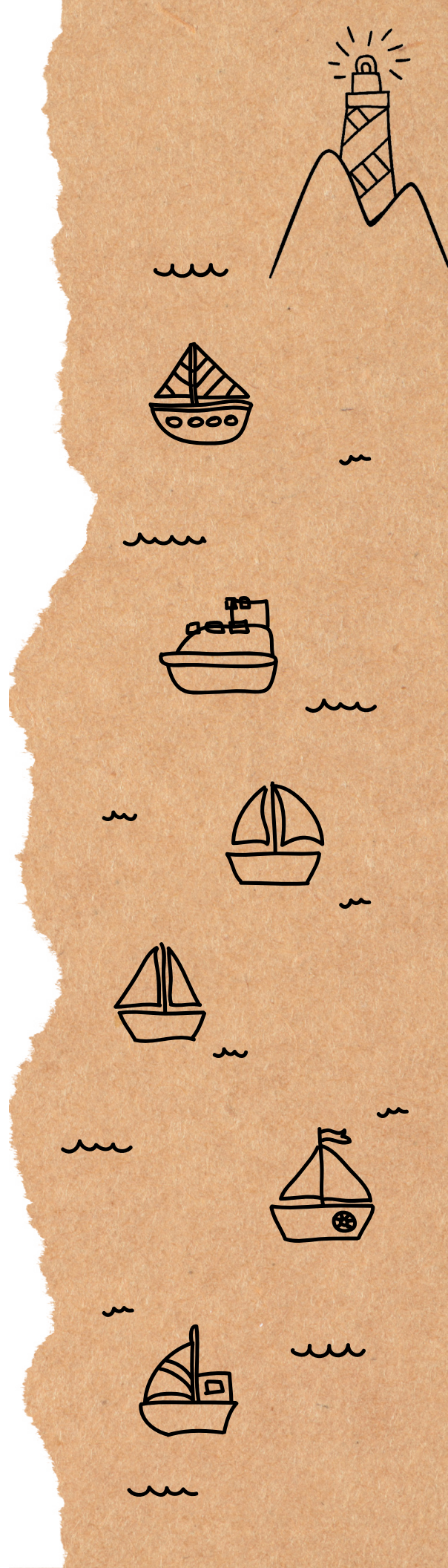
What about insurance verification? Well, waiting on hold with insurance companies probably isn't your favorite hobby. By processing insurance verification electronically, you'll know coverage and deductible amounts ahead of time – just in the nick

of time – preventing insurance headaches at the front desk.

Of course, every OB/GYN physician knows that scheduling 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. Because you're often on call, our MobileDoc feature provides quick access to patient data and scheduling. And the scheduler tool is an excellent solution for recurring prenatal appointments. You get a flexible and configurable scheduler that finds open appointments, sends reminders and keeps your day running smoother.

JUST AS THE SAYING GOES: "THE RISING TIDE LIFTS ALL BOATS," THE ADVANCEDMD SOFTWARE SUITE ACTS AS THE RISING TIDE FOR YOUR PRACTICE. ALL THE DIFFERENT ASPECTS OF YOUR WORK WILL BE LIFTED AS WELL.



the next generation of EHR

According to one study, nearly half of a doctor's time is spent on EHR and deskwork. And the documentation requirements are so demanding that it often takes another hour or two after work each day to finish entering data! Ugh.

To make your life easier, AdvancedMD has introduced a groundbreaking EHR solution engineered for the specific workflow of OB/GYN physicians. It consolidates hundreds of screens' worth of charting information and surfaces them into a concise practice dashboard that shows all your workflow elements in a single location, for a remarkably convenient way to manage tasks. The dashboard gives you 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 and tasks are prominently displayed in a familiar "in-box" layout.

Only through practice automation can so many data values be intelligently combined into a single dashboard. The visual portrayal of your smart practice is the "donut," which is a graphical element for your most commonly performed tasks that visualizes your completed and outstanding items to better organize your day. Simply mouse-over a donut and you'll get real-time visibility into what's outstanding. Click to drill-down into specific tasks that need to be done next. Most OB/GYN physicians spend their time doing things like managing prescriptions and refill requests, completing outstanding notes, reviewing documents and

images, completing charge slips, completing orders, and managing interoffice and patient messages. And all your tasks are prominently displayed with real-time data so you can easily see what to do next.

Many OB/GYN physicians experience high patient volume, and research suggests that the demand for your services will continue to grow into the foreseeable future.² AdvancedMD offers specialty-specific tools to help manage and retain these patients. There are customizable flowsheets and prenatal templates for tracking patients' pregnancies. For ePrescribing of controlled substances, there's a secure EPCS feature which connects to any compatible pharmacy. To streamline medication reconciliation with patients, there's medication import on the chart and we can connect and import current meds up to a year back. And manually inputting lab results is a thing of the past, as AdvancedMD can connect with any compatible lab.

The AdvancedMD EHR reduces your malpractice risk with audit trails, system defaults and role-based access and reports. All files are always saved. As for MACRA and MIPS compliance, it has integrated tracking to help automate and simplify the complexities of regulatory requirements. Specific clinical workflow for OB/GYN gives you a faster way to capture patient data, so you spend more time treating patients and less time fussing with charts.



better billing makes everybody's lives easier

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.³

THE MAJORITY OF PHYSICIANS SAY PATIENT PAYMENT COLLECTION IS THEIR BIGGEST REVENUE CYCLE CONCERN.

For patients, the billing process can be even more frustrating. One survey reports that 61% of patients find their medical bills confusing.⁴ 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.⁴ Ouch.

The most comprehensive way for you as a OB/GYN physician to improve your billing is to automate it. With AdvancedMD, billing tools are unified within your practice suite (EHR, online charge slips, etc.). Charge data transfers automatically and accurately from the clinical side to the billing side of your practice without cumbersome data entry and without billing staff having to become work on the clinical side of our platform. And the system tracks global periods and alerts you when they're active.

Working in conjunction with your other practice software tools, AdvancedMD centralizes your process for large groups with multiple providers and locations, bringing more efficient claims management and billing. It's

the easiest way to achieve financial transparency and peer-to-peer benchmarking for all your operations.

For patients, AdvancedMD billing and patient portal technologies offer a convenient and highly intuitive way to self-manage EOBs and payments. Patients can securely view their bills online, then pay with a credit card. There's even a way to set-up automatic recurring payments with the credit card on file, so they can pay as they go. 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 friends⁵ and in turn, will hopefully post positive feedback online.

You'll also transform your billing staff into a proactive revenue-generator role instead of reactive paper-pushers. You gain a robust clearinghouse, integrated between your billing system and all major payors, which automates the

would-be manual claims submission processes on hundreds of confusing insurance websites. Plus, collections and A/R management software track your claims and can auto-generate worklists based on your staff's strengths and payor familiarity to help improve collections for rejected and unadjudicated claims.

Many OB/GYN physicians deal with a high percentage of first-pass claims being rejected and reworked, as you navigate the complexities of your specialty's ICD code set. AdvancedMD provides all the tools for effortless ICD-10 lookup, and the software automatically refreshes and updates any new ICD-10 codes. So gone are the days of tediously searching through screen after screen of ICD-10 codes or using the old codebooks.

With automated claims status tracking for multiple providers and sites at the individual level, you're better able to stop revenue leaks and manage continual-improvement processes. Billing staff get all the tools needed to ensure that your claims management and patient billing processes run smoothly every time.





stay connected & boost patient satisfaction

In addition to streamlining the billing process for both patients and your practice, an integrated software suite with a portal helps patients feel informed and involved in their own care. For example, secure, HIPAA-compliant communications enables your patients to message your office, physicians and staff to ask questions, request an appointment or refill a medication. Patients can even book an onsite or telemedicine appointment online, based on your availability. 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.

For a growing number of OB/GYN patients, telemedicine is part of the communication they crave. And when integrated with your front office tools, telemedicine scheduling is as simple as a checkbox. This in turn triggers automated patient reminders that include clear login instructions. Your sessions simply begin with you clicking the “start” button from the EHR, which can be done from any location on Earth that has an Internet connection and a camera. Another boon to your bottom line is AdvancedMD can automatically capture an online credit card payment if you wish to charge patients for virtual telemedicine visits.

“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

With telemedicine you can also help improve patient care with a population health solution like HealthWatcher™ that is customizable for variables like age and allows you to track prenatal lab orders, yearly exams and women over 40 needs. You can personalize the patient experience and automatically send your medical advice to patients, helping them adhere to healthcare best practices. Appointment reminders can be automatically triggered for post-op, chronic condition treatment or any other continuity-of-care program you’re trying to manage with patients. 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.

And the communication goes both ways, which is great news for OB/GYN physicians. If you need to message your patients or reschedule an appointment, you can quickly set the recipient criteria for DOS, CPT, ICD & patient name, then relay messages.



conclusion

Practice automation with a unified platform is the fastest, easiest way to reduce the workload in your office. The beauty of our easy-to-use solutions is that while they're relieving your administrative headaches, they're simultaneously boosting your patient engagement and revenue.

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.

IF ALL THIS PRACTICE AUTOMATION TALK SEEMS A LITTLE COMPLEX AND OVERWHELMING, IT'S TIME TO PUMP THE BRAKES AND EMPHASIZE HOW USER-FRIENDLY IT IS. ADVANCEDMD IS SO SIMPLE & OUR TRAINING IS SO PERSONAL THAT THERE'S LITTLE TO NO LEARNING CURVE.

1. "Allocation of Physician Time in Ambulatory Practice: A Time and Motion Study in 4 Specialties." *Annals of Internal Medicine*. December 6, 2016.

<http://annals.org/aim/article-abstract/2546704/allocation-physician-time-ambulatory-practice-time-motion-study-4-specialties>

2. *Journal of Women's Health*. "Estimated Demand for Women's Health Services by 2020." July 22, 2013.

3. Lin, Jeff. "Trends in Healthcare Payments and Billing." *Health System Management*. August 8, 2016.

<http://health-system-management.advanceweb.com/trends-in-healthcare-payments-and-billing>

4. Gooch, Kelly. "61% of Patients Confused by Medical Bills, Survey Finds." *Becker's Hospital CFO*. July 14, 2016.

5. Margolis, James, and Pope, Christina. "Perspectives on Patient Payments." *MGMA Connexion*. April 2010. P. 37.

<http://www.mgma.com/Libraries/Assets/Practice%20Resources/Publications/MGMA%20Connexion/2010/Perspective-on-patient-payments-MGMA-Connexion-April-2010.pdf>