



## OB/GYN

### Cara Speier, MD

Farmington Hills, Michigan

#### CLINIC PROFILE

**Providers:** Solo Physician: Cara Speier, MD

**Specialties Served:** OB/GYN

**AdvancedMD Client Since:** 2004

**Technology Profile:** AdvancedMD practice management system running in a cloud environment. Users access the system securely through a browser in the office, at the hospital, from home or on the road.

**Practice Highlights:** Highly personalized physician care and attentive staff in a comfortable, relaxing spa-like atmosphere.

“Over the eight years of using the system, numerous vendors have tried to persuade the practice to switch. “AdvancedMD flows with our practice. It helps us keep the administration mainstream, just like we are clinically,” said Marg. “We’re sticking with what we’ve got.”

#### Cara Speier, MD

#### ABSTRACT

Leaving a large group practice to begin her own solo OB/Gyn clinic, Dr. Cara Speier searched for a practice management system that would avoid the drawbacks and costs of an on-site server-based solution.

AdvancedMD provided the reliability, flexibility and strong scheduling, claims, billing, and reporting capabilities demanded in the new environment. For eight consecutive years AdvancedMD has provided the smooth-running support for this clinic’s personalized, relaxed spa-like treatment of a growing patient population.

#### THE PROBLEM

In 2002 Dr. Cara Speier decided to move out of a large group practice and start her own solo OB/Gyn practice in suburban Detroit. In selecting a practice management system for the new clinic, Dr. Speier and her office manager, Marg Birt, were committed to overcome the drawbacks they had endured with the group practice system.

Chief among those was the server-based architecture that was at risk of going down and difficult to back up. “We were really trying to get away from that,” said Marg. “If the server blows, that’s it – everything is down the tubes. And, we didn’t want the hassle of backing something up every night.”

Maintenance and upgrades to the server-based system were also serious problems and expenses the new group hoped to minimize. “When something breaks down, you can’t work – you have to wait for someone to come out and service you,” said Marg. “Then another tech guy has to come out and update things, often requiring a system upgrade. Then, there’s the cost...it’s very expensive.”

Scheduling flexibility and overall system ease-of-use were also key requirements for the new system. “With an OB practice we obviously have to move our schedules around at the very last minute,” said Marg. “I needed the flexibility to be able to do that with the click of a few buttons.”

Simple, accessible reporting was also important to the doctor. “She is a very hands-on physician. She likes to be able to pull up reports, look at schedules and see what is going on and coming up,” said Marg. “The systems need to have that type of accessibility, power and ease-of-use.”

#### The AdvancedMD Solution

During the search process, Marg received marketing materials from AdvancedMD that alerted her to the benefits of a cloud solution. “I got a postcard that said that because it was Internet-based, we didn’t have to worry about servers, backups or any of those headaches, and we could access it from any Internet-connected computer anywhere,” said Marg. “We tried the demo and both really liked it because it was nice and simple. Basically, if you can use a computer, you can use this program.”

The group selected AdvancedMD – which they found highly conducive to busy, flexible schedules and modest pocketbooks. The group elected to use the web-based training

to familiarize the physician and staff with the new system. “I didn’t have to go offsite somewhere or sit in the office for days and have someone walk us through it,” said Marg. “I liked the flexibility of doing it at home working on the Web with a very nice representative who taught me the basics of everything I needed to know.”

The new group also appreciated AdvancedMD’s data transfer capability, which ensured that essential information was loaded into the system and ready for the initiation of servicing patients. “By the time the practice was able to see patients, the AdvancedMD system was up and running,” said Marg. “It was beautiful – a nice easy flow for our patients and staff.”

## THE OUTCOME

From the beginning and through over eight years of use, the group has found AdvancedMD to be a highly effective, integral part of their practice flow. The Internet-based delivery, high levels of technical support and strong performance features have combined to deliver value that has kept pace with the group's growth and need for progressive solutions.

### Rock Solid Reliability

The Internet-based delivery of AdvancedMD's capabilities has provided unprecedented levels of reliability and system availability over the eight years of its use in the practice. During those years, the group reports that the system has only been down twice for AdvancedMD-specific issues. "Two times in eight years is absolutely nothing," said Marg. "They always had it back up and running within an hour. And, you got an e-mail telling you they were aware of the problem and were working on it."

### Updates

The AdvancedMD centralized system also eliminated the headaches and cost of upgrading and updating the software that had become frequent annoyances with the previous serverbased system. "I love the flexibility of it – I don't have to worry about downloads or disks to update new codes. Everything is always up and ready and running for me when I come in," said Marg. "And, when they do an update, it is in the middle of the night in our time zone. Nobody even knows it's going on."

### Backup

Backing up the system also became a non-issue with the AdvancedMD solution. Automated, centralized and redundant backup ensured that the group would never have to worry about their important data again. "We don't have to make sure someone takes a disk or tape home or that we download something. It's all done automatically," said Marg.

### Time Savings

The flexibility and simplicity of the AdvancedMD scheduling system have made the constantly changing schedule of a busy OB practice easy and time efficient for both staff and patients. "With OB you never know when a baby is going to be born. We have to change

schedules a lot," said Marg. "With AdvancedMD I can move an entire afternoon around with just a couple of clicks. It's nice and easy."

Even greater efficiencies have been realized in claims and billing and statements processing. Posting check payments went from a day-long job to being completed in two hours using AdvancedMD's automated posting capability. And the laborious ledger-pulling and copying exercise of preparing monthly statements became a 10 minute print job, producing fully updated, envelope-ready statements.

"With the AdvancedMD system, you really can start at nine and be finished by five without adding more staff," said Marg. "Your day goes from having extra employees sitting here for two or three hours after work to everyone leaving at five."

### Remote Access

The system's access-anywhere capability has been a significant plus for all members of the group who find that it facilitates a flexible, effective and efficient work style. Dr. Speier will often access the system from home or on the road to check schedule changes and other important information relevant to that particular day's demands. Staff members have the flexibility of securely accessing the system and quickly handling scheduling changes or other issues from home or other locations as the need arises. "Here in Michigan when ice storms blow in – as they often do – we can get into the system and reschedule the next morning's appointments from home, rather than trekking into the office to pull up the computer," said Marg.

### Reports

The advanced reporting capability of the AdvancedMD system has added significantly to the practice's ability to run efficiently and continue to improve in specific areas. For example, monthly reports track insurance company payment patterns and help the staff identify and optimize payment for particular procedures. Another report monitors referrals by provider in order to allow relationship building with particular clinics. "The reports make the doctor more effective," said Marg. "She doesn't have to go back and double check things – it cuts her time spent on administrative tasks."