AdvancedMD

MAXILLOFACIAL SURGERY

The TMJ Sleep Center
Pocatello, Idaho

CLINIC PROFILE

Providers: Dwight Romriell, DMD

Specialties Served: Maxillofacial Surgery

AdvancedMD Client Since: 2009

Technology Profile: The dental practice implemented AdvancedMD practice management in 2009 to streamline medical billing and scheduling processes. The fully-integrated electronic health record (EHR) was installed in fall 2012 to address remaining practice inefficiencies with an all-one solution for paperless patient records, clinical documentation, practice management, and referral management.

Practice Highlights: The sole provider, Dr. Romriell, specializes in the treatment of jaw injuries, TMJ, and sleep apnea—a combination he refers to as cranial facial disorders. The practice provides highly-specialized services for a high volume of patients from a large geographic area.

> "The nice thing about AdvancedMD is claims are cleared before they are forwarded to various insurance companies. We know very, very quickly if we have some defective portion on our claim."
>
> **Dwight Romreill, DMD**

ABSTRACT
This highly-specialized dentistry practice required technological solutions to modernize office processes and improve patient experience. The practice desired an all-in-one service to schedule and bill medical procedures in a dental office. The practice later sought fully integrated EHR to manage patient health records, manage referral documents, and generate new business. Having adopted AdvancedMD Practice Management years earlier, the clinic chose to again partner with AdvancedMD for EHR. The platform is capable of providing a comprehensive cloud-based solution to billing, scheduling, practice management, and EHR with anytime, anywhere access and custom features.

THE PROBLEM
Billing and Claim Submission
As a dentist providing medical procedures, Dr. Romriell faces unique challenges when submitting insurance claims and billing patients. With limited knowledge of medical billing, applying and billing medical CPT codes at the TMJ Sleep Center had been clumsy and time-intensive. "Rarely does medical insurance cover a dental procedure. Dental insurance states what they do cover—medical insurance states what they don't provide," Dr. Romriell explains.

Office staff and patients were frequently frustrated with coverage questions and rejected claims. "You couldn't give [patients] very accurate ideas and answers on amounts and whether insurance would take and pay [claims]" Janel Allen, Office Manager, recounts of the clinic's office before adopting AdvancedMD. The clinic would wait weeks or months before being notified of rejected claims. The process drained hours from staff time and diminished the bottom line.

Scheduling
Like claim submissions and billing, much of the TMJ Sleep Center's practice management processes were done by hand—scheduling was particularly problematic. Ms. Allen admits scheduling was chaotic, leading to inefficiencies impacting both the bottom line and patient experience. "Patients were often sitting [in the waiting room] for an awfully long time," she remembers. "They were agitated, uncomfortable, and in a hurry because it was hard to stay on schedule."

In the absence of an automated system with standardized appointment time allotments, office staff frequently underestimated time required for specific procedures—creating a scheduling nightmare. With very few doctors providing the same services as Dr. Romriell, each day patients drive over two hundred miles to see him. Consequently, an accurate schedule was critical. "We were trying to figure out everything on our own—scheduling, insurance information, numbers. We were basically doing everything old-school—doing it by hand," says Janel Allen, Office Manager. "AdvancedMD has been amazing—it makes my job quicker and easier so I can get other things done."

Paper-Centered Office
Managing records in a paper-centered office was another headache for staff and patients. Patients were required to fill out paper forms at check-in creating redundancies, errors, and a poor patient experience. "There was definitely a lot of commotion...walking back-and-forth, telling people thing verbally as well as writing them down, handing them papers, receiving papers and a lot more room for error—human error and loss of paperwork," Ms. Allen says.

Patient records are particularly cumbersome for a practice that primarily serves referred patients. Ms. Allen describes the stacks of paper they received and had to file each day: "We get a lot of correspondence from other doctors. When patients come into our practice they have generally seen three, four, or five different doctors; we get all that information."

The TMJ Sleep Center never utilized traditional charts, but rather paper notebooks to record all clinical notes. Dr. Romriell keeps medical documentation that could rival the best in detail and scope. But they found that creating these extensive notebooks was diverting time away from patients and disrupting patient flow.

Marketing
Dr. Romriell spent over $150,000 annually on advertising to garner new patients for the TMJ Sleep Center, but he found the customary strategies weren't delivering results. "I've used TV, newspaper, and other media to attract patients and get the name out. In the last few years with the economic circumstances people think differently—they make decisions a little bit differently," Dr. Romriell explains, "They stopped really responding to traditional marketing."

The AdvancedMD Solution

The practice initially adopted AdvancedMD practice management in 2006 to resolve scheduling, billing, and claim submission. Dr. Romriell investigated other software but, after speaking with other providers, decided on AdvancedMD.

"There are many people who select a service and it doesn't turn out to provide for their needs—I have not had

that experience, " Dr. Romriell states. "In almost every case we get more than we expected [with AdvancedMD]."

The clinic's satisfaction with the practice management made the decision to choose AdvancedMD for EHR an easy one. Ready for a powerful all-in-one solution, the clinic installed the integrated AdvancedMD EHR system in 2012.

THE OUTCOME
Modernizing the practice management technology produced impressive results for the TMJ Sleep Center. Dr. Romriell and his staff have seen great improvement in time management and profitability, as well as an increase in patient referrals, since implementing AdvancedMD Practice Management and EHR.

Painless Billing and Claim Submission
The practice no longer experiences high rates of frustrating claim rejections. The powerful Claim Inspector feature automatically runs more than 3.5 million edits on each claim for CCI, HIPAA, LCD and carrier-specific requirements before the claim is submitted providing a 95% or higher first-pass claim acceptance rate.

Dr. Romriell appreciates that AdvancedMD identifies claim problems almost immediately, "It's nice to know today rather than in a couple of months." Painless claim submission no longer means hours of wasted staff time and lost revenue. "The nice thing about AdvancedMD is claims are cleared before they are forwarded to various insurance companies. We know very, very quickly if we have some defective portion on our claim" he explains.

"The nice thing about AdvancedMD is claims are cleared before they are forwarded to various insurance companies. We know very, very quickly if we have some defective portion on our claim" he explains.

Ms. Allen has also found Claim Inspector to be an invaluable tool to maximize the practice's financial performance. "With scrubbing the claims and [making sure] they're clean before they leave," she says, "it eliminates a large portion of [rejected claims] and shortens the timespan before we are paid for our services."

Smarter Scheduling
Now in the seventh year of using AdvancedMD practice management software, the practice's streamlined scheduling has maximized workflow and improved patient experience. Long wait times and overlapping appointments are things of the past. The practice now serves thirty patients per day, four of who are new to the practice.

Office staff utilize the color-coded scheduling feature in AdvancedMD to create a more comprehensive and accurate schedule. Each appointment type has a designated color

and associated time. "It makes it really easy to schedule an appointment, "says Ms. Allen, "I can just click on the procedure that needs to be done and it's all done in one step."

Fully-Integrated EHR
Moving to a fully integrated EHR, the practice is able to more efficiently manage patient health histories with significant time savings. Patient information is entered directly into the AdvancedMD EHR—one secure, integrated location for information access.

Dr. Romriell has seen how AdvancedMD EHR has freed up staff time to improve patient care: "We have restructured the staff since implementing the electronic health record. Before I had a third person up front who simply typed all day." "The less time you have to spend searching for things and finding information means getting patients in and out, seeing more patients—more money—and helping more people," explains Ms. Allen.

"The less time you have to spend searching for things and finding information means getting patients in and out, seeing more patients—more money—and helping more people," explains Ms. Allen.

The staff member now assists providers while they engage with patients. Having an additional clinical assistant who documents the visits allows the doctor to focus 100% on the patient. Health information is also quickly available to patients: "In many cases we generate a report with our findings and what we've done about it that day to hand to the patient before they leave," says Dr. Romriell.

Using EHR has shaved ten minutes off each of the thirty patient appointments at the TMJ Sleep Center each day. This significant time savings has allowed Dr. Romriell to serve more patients—a 50% patient increase since implementing EHR since months ago.

Integrated, Anywhere Access
Anytime, anywhere access provides freedom and flexibility for Dr. Romriell to review the clinic's schedule and patient charts while out of the office. He often uses his iPad to prepare for the next day's patients: "In some cases I call those patients and speak to them briefly. They are always surprised when I call—If I get home in the evening and I think about a patient, I have access to their name and phone number."

Improving patient care is always a priority, but Dr. Romriell appreciates how this flexibility contributes to his work-life balance. No longer chained to the office, he is able to work after arriving home. "I am able to review the charts from home and sign off on them after dinner," he says. "I can go home and have dinner and my wife isn't waiting for me—that's always been a problem. No matter where I am I have access to [records] with AdvancedMD."

Customizable Letter Templates
The TMJ Sleep Center has taken full advantage of the fully customizable letter capabilities of the AdvancedMD cloud-based software suite—almost entirely eliminating their $150,000 marketing budget. With easy-to-use letter templates, Dr. Romriell's staff quickly produces letters to be sent to attorneys, dentists, and other medical doctors who may refer patients.

He explains how using AdvancedMD and a simple Word merge process has produced extraordinary results for his practice: "We are able to generate [letters] very quickly and send them to doctors of our current patients...those doctors learn of the things we're doing and send more patients." By using customizable letter templates, Dr. Romriell has seen a 50% increase in patients in only 6 months. He explains, "We haven't spent any more money [on marketing] and we have had a substantial increase in the bottom line."

The practice has experienced a 50% increase in patients in a mere six months of utilizing the letters generated by AdvancedMD. "The quality of these patients," he says, "having been referred by a healthcare provider, they are more prepared for the treatment we provide and are more willing to go into treatment."

A Powerful Partnership
The TMJ Sleep Center is continually discovering new ways AdvancedMD can maximize financial health and add more revenue to their bottom line. Ms. Allen is impressed with all the software has to offer, "We are learning more every day."

They will begin using the Patient Portal to better serve their patients by offering an online platform to communicate, pay bills, and access health information. Already using reporting to gain a higher level of financial transparency, the practice is excited for the launch of AdvancedInsight later this year.

Dr. Romriell gives credit to AdvancedMD as a critical part in the transformation of his practice. "I had no idea when we began that we could accomplish such a good thing."