



Bruneau Family Care

Mount Laurel, NJ

Providers: Two Physicians

Specialty served: Internal medicine, pediatrics, family practice

AdvancedMD client since: 2009

TECHNOLOGY PROFILE

Bruneau Family Care has utilized an electronic platform since inception, and today continues to run in a completely paperless environment. The practice moved from an on-site server-based platform to the AdvancedMD cloud-based, unified database system in 2009.

Today the practice utilizes the complete suite of AdvancedMD automation solutions, including:

- Practice management: scheduling, automated reminders, insurance eligibility and electronic intake forms (integrated with patient portal and EHR patient chart). Extensive customized reporting and analytics is also included, utilizing data from across the entire suite of solutions.
- Coding and billing: automated charge capture, claims scrubbing and submittal, automated rejection re-work, detailed reporting.
- Clinical: EHR, e-prescribing, lab orders and reporting, physician task management, and telemedicine.
- Patient Portal: Intake form completion, labs reporting, refill requests, secure communications with staff and providers, educational materials.

The platform is cloud-based and easily and securely accessible remotely, a feature utilized heavily by providers and staff alike.

Good, Better, Best

Bruneau Family Care started life on a premises-based server system, but from the onset had an eye toward moving to the cloud as quickly as the technology would allow. That opportunity came in 2009 with the practice's adoption of the AdvancedMD platform, providing a significantly better set of benefits for front office, clinic and patients.

AdvancedMD subsequently introduced a common database architecture, bringing data together across the platform and allowing all users and functions to access

real-time, accurate, common data from virtually anywhere. This provides the best capability for efficient workflow, accurate coordinated patient care, deep analytics and reporting, and insights into improvements not previously available.

Today the practice enjoys a seamless experience from a unified suite of features that make for a smooth-running, highly effective practice that delights patients and builds long-term teamwork and loyalty in staff and providers.

Remote Access: Work at the Soccer Game, Not the Dinner Table

The doctors at Bruneau Family Care have found the remote access feature to be indispensable in providing quality care on a schedule that balances all aspects of a busy provider's life. Both doctors use their mobile devices to keep totally in the flow when they are out of the office.

"When I'm at home or on the soccer field I have access to do my charges, review results, or if I get a call from a patient I look at their chart, maybe book an appointment

"I practice when I have free time, not when I'm having dinner with my family."

or telemedicine visit, send a prescription and it's done, not waiting for Monday," said Dr. Bruneau. "I can do everything on the go."

Mobile flexibility allows providers and supporting staff to effectively manage patient care and workflow, while maintaining balance in their personal and family lives as well. "It allows me to practice when I have free time, not when I'm having dinner with my family," said Dr. Bruneau. "Of all the advancements that have happened since I started practicing in 1999, by far the most important is mobile access. I think a lot of doctors don't realize what an asset that is."



PAPERLESS WORKFLOW — BEGINNING TO END

Utilizing a unified, completely electronic system, Bruneau Family Care provides patients with a smooth, efficient, 100 percent paperless care experience. This “beginning-to-end” workflow includes all of the key pieces of the patient visit:

- Scheduling, including online patient self-service
- Patient portal or kiosks for intake forms, medical information populated into the charts
- All EHR clinical notes captured during exam
- Task-oriented EHR dashboard shows completed, outstanding and critical items
- ePrescribing and orders — Rx and labs on the way to the pharmacy or lab as the patient leaves the room
- Coding complete, charges automatically sent to billing
- Medical instructions populated into the chart, available for printing
- Lab results (when available) automatically populated into chart, available on patient portal

The printed medical instructions are the only paper involved in the whole process. “On the way out, patients are thinking they’re getting a prescription or their labs, but they’ve all gone over them electronically,” said Dr. Bruneau. “It’s great because they can’t lose lab slips or prescriptions. And that makes it easier for them to be compliant and do what’s best for their health.”

FRONT OFFICE WIZARDRY

The benefits of a cloud-based, unified platform extend to the front office operations as well, streamlining scheduling, intake, reminders, eligibility and team communications, among many other functions.

AUTOMATED INTAKE

Bruneau Family Care has automated scheduling and intake to increase convenience for the patient as well as efficiency of office staff. Forms from custom-created templates are attached to a new patient office visit in the system, so as new patients are scheduled, they are automatically sent the forms. Patients can complete them online, at home or wherever they choose. Forms that aren’t completed in advance are filled out by the patient on an iPad kiosk in the office. Staff then accept the input, which goes directly into the patient’s chart. Driver’s licenses and insurance cards are also scanned on the iPad and become part of the patient’s record.

“These are great features that we love, love, love about the iPad and the kiosk,” said Lisa Drzal, office manager for Bruneau Family Care. “We also send referrals, and fax directly out of the patient chart, which eliminates manual work and handling paper.”

AUTOMATED REMINDERS

Reducing the number of no-shows is an important part of managing a successful practice. The AdvancedMD system automates the reminder process, freeing staff for other tasks and ensuring greater connection with patients. “There was a time where I would have a woman literally pick up the phone and call everybody to remind them of their appointments,” said Drzal. “Today with text messaging and AdvancedMD, the technology does it for you.”

The practice also utilizes automated reminders to notify patients when they are due for their mammogram or colonoscopy, and, on the happier side, send a personalized greeting on their birthday. “The technology is setup so they’ll receive a text message that says ‘Happy Birthday from Bruneau Family Care’ which is kind of cool. People like that,” said Drzal.

REAL-TIME ELIGIBILITY

With an open access approach, the practice is scheduling many patients for same-day visits. With real-time insurance eligibility checking, staff can verify each patient’s coverage as they check in, and resolve issues prior to the exam. “I would say we catch 90 percent of insurance issues by using the eligibility checking feature,” said Drzal. “If we find someone is not eligible, we show them the information right there, and they can choose to reschedule or pay cash for the appointment.”

Practice Overview

Bruneau family Care has stayed at the forefront of medical practice technology since its founding as a fully automated practice in 2003. Today, the AdvancedMD cloud-based, unified system provides advanced features that keep the practice on the leading edge of patient care, efficiency and profitability.

Dr. Laura Bruneau pursued a double specialty in both internal medicine and pediatrics. Upon completing both residencies, she returned to her New Jersey roots in 2003 to begin practice. As a person who highly prizes independence, she opted to establish a private practice rather than move into an employment situation. With Dr. Nicole Hancq, a family practice physician, she founded Bruneau Family Care.

The practice serves families and individuals “from birth to death” in the Mount Laurel New Jersey area, and offers a unique, open access schedule feature where half of the physicians’ schedules are kept clear for same-day call-in visits.

Dr. Bruneau joined an ACO several years after forming the practice. “I like to be independent, but the ACO provided many more services for our patients,” said Dr. Laura Bruneau, founder of Bruneau Family Care. “They’ve helped with our Medicare reporting, but allowed us to stay independent to call our own shots on a daily basis.”

CLINICAL COUPS

In addition to the many EHR-based benefits the clinicians enjoy with AdvancedMD, these features stand out as game-changers.

TELEMEDICINE

Telemedicine visits are a growing part of the practice's mix of patient care, which currently at about 25 percent of visits. With the AdvancedMD unified system, a telemedicine visit is basically a visit type, so physicians and staff can seamlessly schedule and complete the visit right within the standard workflow.

The system generates an email to the patient with the appointment time and instructions on how to do it. The doctor clicks on the appointment and the system opens up the telemedicine link, and seamlessly interacts with the patient online.

"I can do a follow up visit and I don't have to leave my home. I don't have to utilize my staff," said Dr. Bruneau. "It's cost efficient, and the best part is the patient saves time and money and is grateful at the end. That's what we want."

REPORTING AND ANALYTICS

The unified data architecture of the AdvancedMD system provides powerful reporting and analytics capabilities that allow the clinic to provide more effective and more profitable care. "There is a report that can be made for virtually anything we want to look at," said Dr. Bruneau. A few examples include:

- Comparing visits by month, year-over-year. Dips in visits – and related revenue – are analyzed for root causes, e.g. scheduling was down on Fridays due to people leaving early, etc.
- Analyzing profitability of procedures. For example, analyzing whether to keep rapid flu tests or ear wax removal in-house, or send it out to other sources.

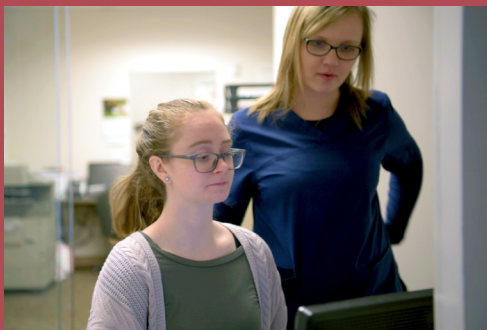
"We can quickly run a report like this because we get paid very quickly with electronic billing and that wraps back into what we see," said Dr. Bruneau. "If we're not getting paid for something, we will question clinically if we really need it."

"It helps our office work efficiently on the computer electronically, & as human beings as well."

UNIFIED EVERYTHING

The unified, cloud-based platform has become a crucial, second-nature part of running a highly efficient, profitable practice.

"Having all of our systems integrated on Advanced MD – from our billing side to scheduling to the clinic side to our mobile and our telemedicine – it becomes a seamless process that allows the practice to work more efficiently together," said Dr. Bruneau.



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