

## OB/GYN

### Sunrise Women's Medical Group

Northridge, California

#### CLINIC PROFILE

**Providers:** Two Physicians

**Specialties Served:** OB/GYN

**AdvancedMD Client Since:** 2005

**Technology Profile:** The practice moved from a paper-based system to the AdvancedMD cloud solution in 2005, adding the integrated EHR in 2010.

Today the clinic runs the fully integrated AdvancedMD cloud software suite, including EHR, electronic charge slips, scheduling, eligibility verification and sophisticated billing. Providers and staff access the system anytime, anywhere through the cloud without the need for additional on-site servers and computer equipment.

**Practice Highlights:** This two-provider clinic cares for the full gambit of OB/GYN needs, including a variety of in-office procedures as well as hospital-based surgical and delivery services. The practice also accommodates international patients who prefer to have their labor and delivery needs serviced in the U.S.

#### ABSTRACT

This busy two-provider practice was an early adopter of technology, moving from a paper-based system to the AdvancedMD practice management system in 2005. Rapidly diminishing paper chart space combined with the need to have better mobile access to patient charting information and prescribing capability pushed the group to adopt the EHR solution in 2010. Significantly improved workflows, coding/billing and anytime/anywhere access have made the AdvancedMD cloud solution an indispensable part of Sunrise Women's Medical Group's high quality of care delivery system.

#### THE PROBLEM

The unpredictable, fluid schedule of OB/GYN care presents a challenge in accessing patient information vital to their care at any particular moment. "You have to be there for patients all the time," said Green Hsueh, MD, a physician at Sunrise Women's Medical Group. "Without good technology, you end up carrying charts around."

The doctors routinely take care of people at the hospital as well as the office, making information access an ongoing challenge. "We were constantly faxing our prenatal over to Labor and Delivery, and it could be at 2 o'clock in the morning that we need it," said Dr. Hsueh. "And while we may have records from three weeks ago, we wouldn't necessarily have the most up-to-date records at the moment."

#### Scheduling and Workflow Gridlock

The wide variety of visit types seen by the physicians makes for complex scheduling challenges. Patients may come in for regular follow-up visits, procedures, surgeries, and of course, unpredictable deliveries. Staff must also juggle parallel schedules for two busy physicians.

Billing diagnosis and procedure coding often comes from several different sources, and needs to be relayed from clinic to practice management and billing systems, making for a complicated paper workflow. Additionally, without direct



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access to paper records at various times during the day, doctors must remember to put notes in the chart the next day in the office. Manual medication verification is also a time-consuming task for staff members.

### Odd-hour Prescribing

Accommodating patient needs to quickly obtain prescriptions outside of office hours presents an ongoing challenge for the clinic, along with additional documentation complications. “A lot of times we get phone calls from patients in the middle of the night or weekends with an acute condition that we have to call in medications for,” said Dr. Hsueh. “We had to call the pharmacy, hope the information got relayed correctly, and then remember to document what we had called in.”

### Claims Rework

Billing efficiency was significantly impacted by the lack of ability to scrub claims before submission, resulting in a significant amount of rework. “The biller would just send in whatever the doctor marked on the face sheet, so it would often come back rejected by the insurance company or Medicare,” said Toby Gutierrez, billing manager for Sunrise Women’s Medical Group. “When the EOBs came back, I wasted so much time correcting them.”

## The AdvancedMD Solution

The Sunrise clinic was an early adopter of practice management technology, moving from paper to the AdvancedMD system in 2005, and subsequently became one of the first offices to implement an EHR, making the move five years later.

From the perspective of Dr. Hsueh, two issues were the primary drivers in the decision to move to automation from paper. “First, quite simply, this is my 30th year in practice and I ran out of shelf space for charts. Secondly, by having the medical records in the computer, you can travel anywhere and still stay in contact with the office.”

Gutierrez helped the practice in the selection of AdvancedMD, then left for a period of time and subsequently returned. “I’m so pleased that of all the choices I had from the ACOG convention years ago, I chose this system,” she said. “I can’t be more pleased with it, and to continually have the same support that I chose when I first bought it after all these years.”

The practice runs the full AdvancedMD practice management and integrated EHR cloud-based software suite without the need for additional servers or computer equipment. Physicians and staff securely access the system anytime from any Internet-connected computer.

## THE OUTCOME

Over several years, the practice has implemented the system to address each challenge that had previously restricted their ability to deliver optimum patient care and service.

### Maximum Mobility

The AdvancedMD cloud system provides the mobility and remote access that benefits both physicians and patients. “If we are waiting for a delivery or in between surgeries, we can log in, check messages or patient information and send electronic prescriptions as needed,” said Lisbeth Chang, MD, a physician at Sunrise Women’s Medical Group. “Mobility is a good thing, and certainly being able to coordinate care with our patients from multiple locations is definitely a plus.”

“When we get a message from a patient even when we are in conference or in the hospital or at home, we know what is going on with the patient,” added Dr. Hsueh. “Usually I will take time to answer patient’s questions and chart later; so instead of carrying a whole stack of charts, now I am more mobile.”

Anytime, anywhere information availability has replaced the fax machine for accessing patient information in labor and delivery, particularly after hours. The AdvancedMD EHR ensures that doctors always have the most up-to-date information when and where it is needed in order to accommodate unpredictable delivery schedules.

### Smooth Scheduling

The AdvancedMD scheduling system easily accommodates the complex mix of visits OB/GYN physicians deal with on a daily basis. Staff blocks time according to anticipated visit type – from regular appointments to a variety of procedures such as biopsies or ultrasounds – and differentiates between new and established patients. “Since we run an office with two primary physicians, it also allows us to set up schedules both in parallel and also completely separate, which is important in this type of practice,” said Dr. Chang. “And if someone calls on a weekend needing to get in, we can glance at the schedule and fit them in rather than waiting to go through the front office.”

### Streamlined Workflow

The Integrated AdvancedMD system provides many opportunities for improving workflow efficiencies, both in patient care and coding. “One of the benefits of the integration of electronic medical records with AdvancedMD practice management is that the billing diagnosis and procedure codes become very straightforward,” said Dr. Chang. “It is fantastic to be able to access information from numerous sources, which certainly allows for better patient care and communication as well as documentation – rather than having to remember to put in notes the next day at the office.”

Staff and patients both recognize the improvement in the flow of care. Additionally, the new efficiencies allow staff to stay ahead of the physicians and improve their time utilization. “The staff has certainly commented that they seem to have a much smoother patient flow,” said Dr. Chang. “And it has re-appropriated a lot of what used to be staff functions, which actually keeps the physicians busier.”

Lab results come back electronically and are added directly to the electronic record, accelerating feedback to both physician and patient. “We often have results back to patients as quickly as the laboratory turnover,” said Dr. Chang. “Because we aren’t waiting for our staff to scan in the results, it allows feedback to the patients a lot more quickly.”

### **ePrescribing Efficiency**

Electronic prescribing is another piece of the technology that has helped both patients and doctors, particularly in working around urgent requests outside of normal office hours. “With electronic prescriptions, patients will be able to get to the medicine right away,” said Dr. Hsueh. “It’s certainly a good service for them, and we have documentation of what we did.”

### **Clean Claims**

The AdvancedMD Claim Inspector helps the clinic ensure that claims are clean and optimally coded before they are submitted for payment. “Rather than correcting things after the fact, when the EOB comes back rejected, we can correct it in advance,” said Gutierrez. “With the help of the AdvancedMD system now I can say, ‘things have changed and the insurance company is getting a little fussy about this, so let’s change the code before we submit it.’ That really helps us.”

### **Low-Trauma Transition**

The conversion to an electronic system has been easier for these two doctors than many might suppose. “Some of my colleagues don’t want to get into the learning or make too many changes in their practice – especially people closer to my age,” said Dr. Hsueh. “But, I am a low-tech person all the way around, so if I can learn it, anybody else can. It’s not hard to go through the transition.”