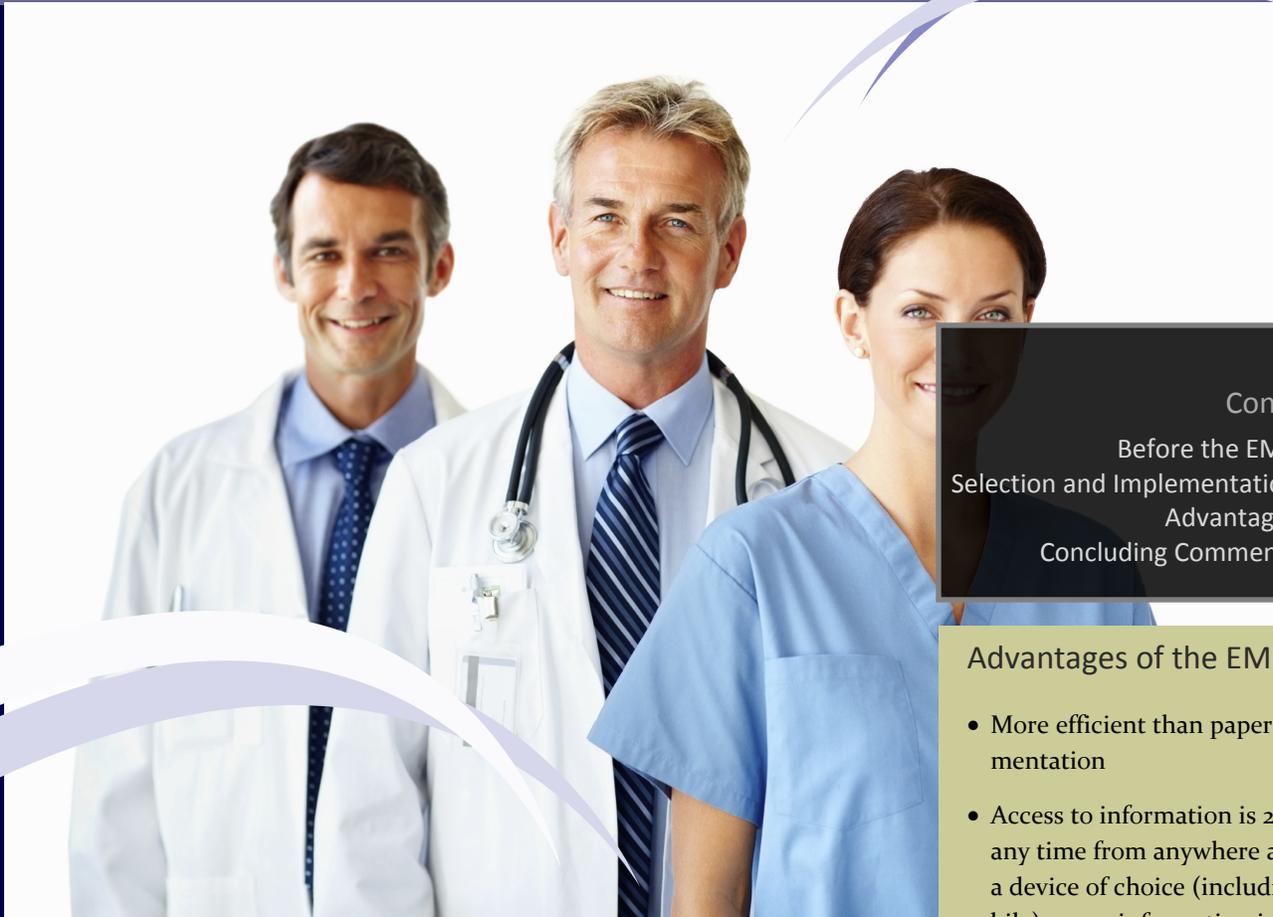


Case Study Eye Associates



Founded: 1999 Physicians: 9 (All specialties including retinal and oculoplastics) Office Locations: 5
Specialty Center: ASC (Vineland, NJ) Patients: More than 200/day



Contents

- Before the EMR P.1
- Selection and Implementation P.2
- Advantages P.3
- Concluding Comments P.4

Advantages of the EMR

- More efficient than paper documentation
- Access to information is 24/7, at any time from anywhere and using a device of choice (including mobile); more information is available on their patients than ever before and access to this is expedited
- Real Time Adjudication accesses patient's insurance benefits page and accelerates practice collection
- Productivity is boosted
- Helps adapt to regulatory change
- Lowers their costs
- Provides better risk management
- Improves all of their communications (between staff, their offices and patients)
- They can access key information more easily and have greater confidence in its accuracy

A Practice in Transition: Before The EMR

Eye Associates knew it was time to move to Electronic Medical Records when the problems and the level of frustration concerning missing, incomplete, and illegible paper charts that could not easily be searched and had to be manually transported to many different offices in time for patient appointments, rose beyond the bearable. At the time they used a non ophthalmic billing and software package *Rx Advantage*.

The most important reasons for their move were to relieve themselves of the inefficiencies of these paper records, to improve access to patient information which was now available at any time from any location as well as improve the quality of care provided by carefully monitoring patient outcomes. Centralized access to patient information across their five offices would solve many of their most severe problems.

Healthcare reform forced yet another impetus; They could see the writing on the wall. Instead of waiting to be forced to institute electronic medical records, they decided to jump early into the technology and embrace all that it had to offer. They knew that with an EMR charting and workflows in general would become more standardized and the information more complete and, above all, it would be infinitely more accessible.

Selection and System Implementation

A decision making team (a physician, an administrator and various department heads) was selected to review staff requests and options. Four EMR packages made the shortlist during the 3 years of their grueling search (2006-2009). Practice staff attended the major ophthalmic annual meetings (e.g. AAO, ASCRS) to watch demonstrations in addition to carrying out internet research and visiting offices where EMRs were in use. Staff and physicians spoke with fellow professionals who like them were either looking for an EMR or who had already purchased one. They had always claimed to their patients that they would stay on top of technology, to perform the latest, most up-to-date procedures with state of the art medical testing equipment. Further, it seemed to them that the functionality and ease of use issues of earlier products had been resolved. Above all, they were ready to move from the antiquated system that they were using. It was time to go EMR!

In 2009 the practice was already running an iMedicWare product to administer their ASC, which they liked very much. American SurgiSite Centers of Somerset, NJ, a reseller of iMedicWare Inc.'s specialized surgery center software, suggested they take a look at iMedicWare Inc.'s electronic medical records and practice management software.

Having thoroughly investigated the capabilities of a number of EMRs and determined exactly what benefits they would bring to the practice, they selected **iMedicWare** because it was found to be user friendly, intuitive in its use, offered a fast learning curve and offered the flexibility that they were looking for in terms of ophthalmology. Further, other systems were not as sophisticated nor were they focused on ophthalmology whereas iMedicWare fit right in with the natural flow of working up a patient in their practice. Additionally, Gina (Administrator) states that the company were flexible and adaptable, they understood exactly what the practice wanted and needed, listened carefully to their requests and in these early days either made adjustments to the software's functionality or showed the practice another way to achieve their ends. For example, reports were tailored that allowed greater reporting and financial separation between offices and departments and a special examination template was created for conducting LASIK examinations.

Implementation and Going Live

Actual implementation of the product across the practice's five offices was smooth. Within three months the infrastructure was ready to go, all networking requirements determined and they had received training in their offices (with some additional Web-Ex™ sessions for physicians and specific departments). An initial problem caused by their carrier slowed down communications between their offices but this was quickly resolved. On first going live they cut back on their schedules to allow for any difficulties and to have more time to adapt to the substantial changes but only two weeks later the practice was seeing its customary volume of patients, more than 200 a day. Web-Ex™ sessions continued and these were particularly appreciated because they took place in the evenings and did not interrupt the doctors' surgical and other schedules. Gina freely admits that "going live" was scary and workarounds were often the order of the day. For example, a couple of weeks after the go live date, patient data was still being accessed from the old charts to be later input into the EMR system once staff had become comfortable using the system.

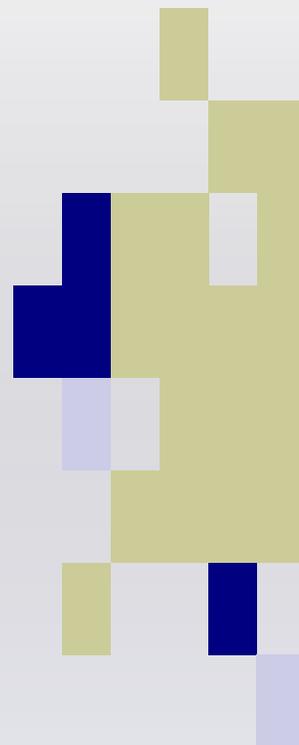
Almost immediately, staff noticed that the EMR was making their offices more efficient. For example, staff no longer had to fax patient notes to satellite offices prior to patient appointments and, perhaps more importantly, in emergency situations their patients were able to be seen at any of their five offices and have their full patient records there waiting for them. Time was saved. Patients were happier.

The staff also noticed that in many cases previous encounters had been under-billed; the practice had not been receiving the full reimbursement it was entitled to. Fixing this problem would have a positive impact on their bottom line.



The Admin Says ...

We wanted a software that understands what ophthalmology needs and does. For us that software is iMedicWare



Not to have to flip through the pages of multiple charts to find needed information ... It is just so much easier



Plus Points of the iMedicWare EMR

The introduction and use of iMedicWare has brought benefits to the practice and its patients. Generally the staff really appreciate having access to up-to-date patient information that is both more comprehensive and more accurate. It is much easier to view the total history of a patient. The patients also appreciate that their full record is available at all times, no matter which of the offices they attend.

Savings all round—after introduction of iMedicWare the practice has saved on supplies (paper and related stationery), space and has improved its reimbursements (through coding changes). They no longer needed to use a courier service to take patient charts between offices.

Greater control, organization and structure— End of day reconciliation has become more streamlined and more complete in terms of information provided to the Billing Department. During the day encounters are more fully documented; system forms that determine workflow constrain employees to collect all co-pays, to allow for items such as deductibles and to fully complete all the information the Billing Department will need at the end of the day so that the practice can effectively bill for services rendered. With iMedicWare it is easier to balance the daily journal entries. The Billing Department receives all the information it needs in a complete, organized and legible format, which makes it easier for staff to pick up where they previously left off. Reviewing the day's work is both expedited and simplified and a purpose-designed End of Day report provides all the financial details the Billing Department could ever need.

Built In Electronic Prescribing—Patients love not having to take a written prescription in person to the pharmacy and the practice no longer gets calls from pharmacists wanting to verify what was written on a prescription. The drug interaction and counter indication warnings are also appreciated, together with patient allergy information, this makes for a much safer operation.

Better and more complete documentation of encounters—This provided the practice with more information to back up its coding.

Viewing patient labs and X-Rays—Seeing these on screen in the exam rooms during consultations improves patients' understanding of their medical problems.

Controlling Populations—Concentrating on the requirements of a particular group of patients is facilitated. Reports are easily generated on patients with specific medical conditions and additionally iMedicWare maintains features such as glaucoma flow sheets that list all treatments and actions taken for this group; with the single touch of a button pertinent information is found in one place and coherently presented. This all-inclusive, single look-up philosophy forms the bedrock of many of the system's most appreciated features.

We put so much effort into choosing our EMR. We had to make sure it was the right one!

Gina Biagi, Administrator

iMedicWare, Inc. back up their software with the delivery of great services:

Software Maintenance and Upgrades Required upgrades to software have been supplied when needed and in a timely fashion

User Support and Help Desk Someone has always answered the phone and followed through with their requests and/or answered any questions about the software and its operation

Training This has always and readily been available and the practice appreciates the flexibility in delivery methods

Other Services They are currently looking into other services provided by the vendor, including Recall Letter and Patient Statement production

Further advantages of the EMR

The staff now feel more accountable for their actions, for their part in the overall operation. It is easier to discover who needs more training and who is not doing the job they are supposed to do.

On the other hand, there is also a feeling of greater job satisfaction. They are all actually proud to be using an EMR and all appreciate the almost non-existent paperwork.

With the help of the physician-advisor at iMedicWare, Inc. the practice's physicians have registered to receive CMS EHR Meaningful Use incentive payments, have attested for the same and to date have received \$90,000.

At the End of the Day Life Is Better With an EMR

Financial Improvements

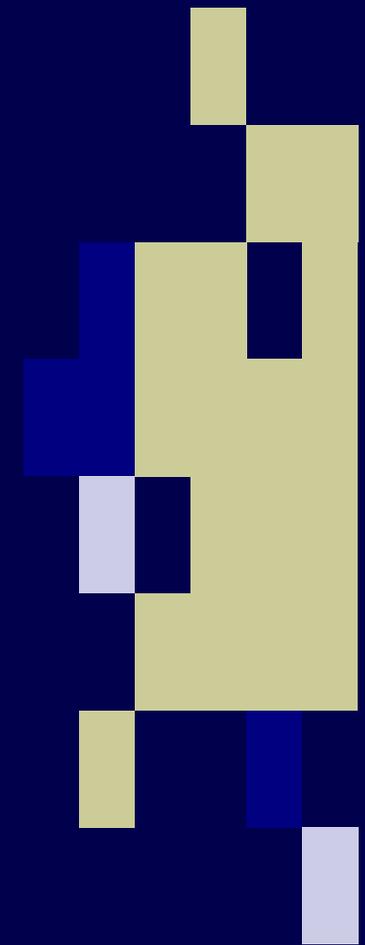
- Insurance claims submitted to the clearing house are cleaner with many fewer rejections
- Doctors have received a substantial amount in CMS EHR incentive payments for Meaningful Use of a certified EHR and are able to effectively monitor future entitlements
- The practice engine, recalls and reminders that are key to keeping the practice busy, runs much more smoothly
- Insurance chart reviews are easier: the staff print out the information and mail it to the requesting insurance companies
- They have saved money on the number of staff employed. They no longer employ anyone to file or search for patient files nor to transport files to other offices

Structure and Organization

- There is physically more space since the Charting Units have gone, the result is a less cluttered appearance and one that is more aesthetically pleasing
- They can more easily create and monitor changing practice statistics

Better Patient Care

- Patient Information is instantly available across all five offices of the practice
- The practice operates more safely because of eRx system warnings concerning patient allergies, drug interactions and counter indications
- Patients are equally proud of the EMR and the care they receive via this; they have pointed out many times that they love the fact that their practice is "high tech."
- Workflows have improved providing the doctors with more quality time with patients



iMedicWare Marketing

1405 Route 18 S, Suite 206
Old Bridge, NJ 08857

732 817 9475 ph
732 817 9476 fax

www.imedicware.com