



Overview

Practice

Rosenthal Eye and Facial Plastic Surgery

<http://www.eyesurgery.org>

Practice Profile

Ophthalmologist providing advanced cataract surgery, laser vision correction, and cosmetic facial plastic surgery

Business Problem

The need for full office automation.

Solution

Implemented NextGen EPM and EMR in 2001/2002 and later added NextMD.

Product Distinctions

- ▶ Knowledge Base Model for Ophthalmology
- ▶ Extensive device interfacing
- ▶ Image Management
- ▶ OPTIK retail management system

Benefits

- ▶ Clinical and front office data integration and efficiency
- ▶ Increased coding and billing revenue
- ▶ Reduced transcription and staff expenses
- ▶ Remote access

Ophthalmologist Gets Great Returns on Technology Investment

When I started my ophthalmology practice 20 years ago, one of my goals was to have a completely paperless office. I wanted every step of the patient care process to be automated—from the time a patient walked through the door to the time he or she left. Now, thanks to an electronic medical record system (EMR) and an electronic practice management system, I have largely achieved that goal.

For the first 18 years, my practice operated with a DOS-based billing program and a rudimentary EMR. Neither program shared information with the other and functionality was very limited. As a result, my practice didn't experience the full operational and financial benefits of my technology investments. I realized that in order to experience these benefits and achieve my goal of a completely paperless office, I needed to further my investment in technology. So I began searching for a comprehensive and tightly integrated solution that would completely integrate my back-office (patient care, medical records) and front-office (billing, recalls, appointment scheduling) information.

During my search, I identified three major criteria that this solution, as well as the vendor who provided this technology, would have to meet. These criteria included:

1. Proven track record in ophthalmology. It was important for me to find a solution that could address the unique needs of an ophthalmology practice, so I solicited the recommendations of friends and colleagues in the industry.
2. The ability to utilize an SQL server database. This universal platform would allow me to take my data elsewhere and also conduct independent data analysis outside of the program with standard software programs, if necessary.
3. Vendor stability. I needed a vendor that was committed to helping me build the right solution and one who would be around long enough to see the plan become a reality.



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The more I searched, the more I realized that it would take two solutions to meet my needs—an EMR and a practice management system. NextGen Healthcare Information Systems and its EMR and practice management systems met all of the above criteria and provided the integration capabilities necessary for converting to an entirely electronic office. The company's reputation for solid customer support was icing on the cake.

In November 2001, my practice "went live" with NextGen EPM (Enterprise Practice Management). Just two months later we implemented NextGen EMR (Electronic Medical Records). Now, less than two years later, my practice has experienced significant operational and financial benefits, including:

▶ **Increased revenue.** With NextGen EPM, I know that all exams, tests or surgeries will be billed and errors will be corrected before a claim is submitted. As a result, claims are submitted faster and paid sooner. Today, revenues have increased and 85 percent of my accounts receivables are less than 30 days old, compared to my pre-electronic billing days when 40 percent of invoices stood unpaid for more than 120 days.

▶ **Reduced expenses.** Because of efficiencies gained through the use of both NextGen systems (less time spent re-keying patient information, etc.), I reduced my full-time staff by 20 percent even though patient volume has increased by nearly 25 percent. I am saving about \$20,000 a year in transcription costs and use minimal technical staff. Our subsequent introduction of equipment interfaces allows data to flow from our diagnostic equipment directly into the patient record. This is particularly important with instruments returning quantitative data (such as autorefractometry and autolensometry) because it eliminates potential transposition errors and a time-consuming activity.

▶ **Reduced risks.** Having all patient information, including X-rays, e-mails and other important data, just a mouse-click away in NextGen EMR greatly improves the quality of documentation and helps me identify potential problems before they occur. Plus, my front-office staff can check patient eligibility before services are rendered.

▶ **Improved patient satisfaction.** The conversion to a paperless office has allowed me to spend far more quality time with my patients, who are more satisfied—and have grown in numbers—as a result.

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