Overview

Profile

- Master of Science in Physiological Optics
- Faculty member at Ohio State University College of Optometry; served as a clinical instructor in the Pediatrics & Binocular Vision Clinic, Contact Lens Clinic, and Primary Care Clinic
- Preceptor for Ohio State University College of Optometry Primary Care Clinical Externship
- Clinical investigator for National Institute of Health, Vision in Preschoolers
- Clinical investigator for contact lens companies
- Member of American Optometric and Ohio Optometric Associations

Business Challenge

Needed a state-of-the art certified EHR system that would improve productivity, reduce billing errors, increase revenue, keep up with a growing patient base, and meet MIPS requirements.

Value Justification

- Increased staff productivity by 50%
- Increased billing revenue by $25,000 per year
- Reduced billing errors by 50% and cut preparation time by 60%
- Decreased accounts receivable time from 75 days to 30 days; 60% reduction
- Save $500 per month by eliminating paper chart creation
- Save $20,000 per year on additional staffing expenses

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Balancing a Successful Optometry Practice with More Personal Time

How would you like to see 700 plus patients a month, work four days a week, and still have an efficient and profitable practice? For Dr. Jay Henry and his partners, one of the key ingredients to balancing a successful practice with more personal time is having an integrated practice management and certified EHR system that helps deliver quality health care and service to a growing patient base.

His practice had to become more productive and efficient, while keeping his staff happy. Most of all, he wanted the option to connect remotely to his office to access his schedule, patient records, and other information from his home or while he is on the road.

Transitioning to an EHR system can be challenging because it changes the way everyone works and how a practice runs. Dr. Henry and his staff embraced these challenges and adopted a system that not only improves workflows and office efficiencies, it helps everyone provide the best possible care to their patients. So how does Dr. Henry and his team run such an efficient practice? Dr. Henry met with First Insight and shared his story on a typical day in the office.

A Well-Organized EHR and Practice Management System

Everyone measures a successful business differently. MaximEyes is a key ingredient to my success, as the software continues to exceed my expectations by keeping up with new technologies, never-ending government mandates, and cutting edge features. Although I've never been audited, I am sure I would pass with ease. MaximEyes allows me to provide the best possible patient care because our EHR system is well-organized, complete, and easy to use.

We've eliminated time-consuming tasks and no longer waste valuable and expensive time looking for misplaced charts. Patients are impressed with the quick responses to their questions because staff can see patient charts from any workstation. Creating and filing paper charts are obsolete. Not only have we increased staff productivity by 50%, we save $500 per month by eliminating paper chart creation.

While our EHR system greatly improves workflow and office efficiency, it also helps us clinically. We can compare findings with the previous exam, such as IOP and CD ratio. And we can create and modify templates, exam workflows, and referral letters for our exact specifications.

Patients Impressed with Built-in Diagnostic Equipment Interface

The built-in equipment interface makes MaximEyes a true integrated package. With our Humphrey autolensometer, the optician reads the patient's glasses, and with the click of a button, readings directly import into the patient's electronic record. When pretesting a patient, the Humphrey auto refractor/auto keratometer imports the autorefraction and k's with a click of a button. This makes the process mistake free, quick, easy, and patients are impressed.

Jay W. Henry, OD, MS
Hermann & Henry Eye Care, Inc.
Pickerington, OH
www.hheyecare.com
Customer since 2005
4 Doctors, 12 Workstations

"Our accounts receivables went from 75 to 30 days—a 60% reduction."

"We've increased billing revenue by $25,000 and reduced errors by 50%."

"Processing insurance e-claims are just a click away."

Code and Bill More Accurately

A huge timesaver in our EHR system is the Code Complete feature, as it lets me code and bill more accurately. I review exam findings that I entered in the medical record then MaximEyes suggests codes, plans, and documents based on what I entered.

For example, if I enter "flakes" for lids under anterior segment, it suggests "blepharitis" as a diagnosis. Or, if I enter "SPK" on cornea findings it suggests "superficial keratitis" for a diagnosis. I then rank codes according to the code I feel is the primary diagnosis, the secondary diagnosis, and so on. MaximEyes eliminates the need to search for the diagnosis codes at the end of the examination.

The E&M Code Checker helps me bill at the highest level possible. Once I complete an exam, the E&M Code Checker reviews EHR data against Medicare's Evaluation and Management standards. It instantly recommends the appropriate billing level; therefore, it increases my revenue by 20% by not under-coding office visits.

Outstanding Accuracy with VSP E-Claims and Reconciliations

Our office processes a large number of VSP e-claims. The built-in Eyefinity-VSP Link is a huge timesaver as we get authorizations and submit claims without entering data twice. Once the information is in MaximEyes, the lab Rx information is sent directly to the VSP lab of our choice, and the billing information is sent directly to VSP/Eyefinity.

We absolutely love the VSP Calculator because it instantly lets us know what the patient owes on a pair of glasses or a contact lens order. It also shows us exactly how much VSP may pay. Prior to using the VSP Calculator we would have to figure out the patient's charges by hand, which would take 5-10 minutes. Then, of course once the patient sees the amount, he/she might decide to add or take away an option, and then we would have to recalculate their charges by hand. Now it takes a few seconds to recalculate their charges. Talk about efficiency!

And when the VSP statement arrives, reconciling is a breeze—98% of the payments match what the VSP Calculator says VSP should be paying. This makes posting an en-

tire VSP statement much easier and less time consuming. It saves us hours, if not days, when reconciling the VSP statement. The accuracy is outstanding!

Increase Revenue and Reduce Billing Errors with Clean Claims

MaximEyes makes it easy to increase collections and lower accounts receivables. Our accounts receivables went from 75 to 30 days—a 60% reduction. Our procedure and lab order billings are fully integrated. We know exactly what the patient owes so we can collect payment before the patient leaves the office. We've increased billing revenue by $25,000 per year and reduced errors by 50%.

Processing insurance e-claims are just a click away. My staff can easily create a HCFA, which incorporates the procedure/diagnosis codes from the EHR automatically. This makes for accurate and cleaner insurance claims. At the end of each day it is very easy to submit all the HCFAs we created.

Because MaximEyes won't let you submit the HCFA, if it is missing pertinent information, we are able to speed up the billing process even more. This means we get paid quicker. Without MaximEyes, we would have to submit paper HCFAs and our reimbursement time would be much longer, especially if you consider that sometimes we would have errors on the HCFAs, which would then be sent back to us, or they would get lost in the mail. Worse yet, sometimes they never were created.

Customize Online Welcome Form

One of the reasons I chose MaximEyes was its ability to integrate specific features with my website. Not only does optometry.net let me manage my website anytime I want, without any special software or coding knowledge, I designed my own online patient welcome form/patient history questionnaire. Our office receives an alert that a patient submitted an online form and we can easily download the information directly into a MaximEyes patient record. We save 5-10 minutes for each welcome form as we no longer have to reenter the data. And it keeps us on time in the office.

ePrescribing Made Easy

Instead of printing and signing an Rx, I instantly send it electronically from a MaximEyes patient exam record, while the patient is still in the exam chair. Often times the patient leaves my office and arrives at the pharmacy, the Rx is waiting for them. Patients love this!

The built-in ePrescribe Link even tells me if a drug I am prescribing is on the patient's drug formulary. It alerts me to duplicate drug therapy or potential drug interactions, helping to keep my patients safe. Electronic prescribing also helps check a patient's compliance. While you are on the Rcopia® ePrescribe site, you can see when an Rx was first/last filled and how many refills are left.

"The E&M Code Checker helps me bill at the highest possible level. MaximEyes increases my revenue by 20% by not under-coding office visits."

Keep an Eye on Your Inventory

We have a saying in our practice, "if you don't manage your inventory, it will manage you." Disasters will happen if you ignore inventory. Keeping an eye on your inventory is a huge factor in running a successful practice.

MaximEyes keeps an accurate record of what we have on hand so we don't over or under order frames. When a patient selects a frame, we scan it with a barcode reader and it instantly enters the selection into the patient's record. We can quickly reconcile what's on our frame boards with what our inventory says we have. It is also very easy to enter new frames into the inventory when we receive them, and just as easy to print out the barcode label for the frame.

The inventory reports help us understand what is selling and what it not, which makes it easier to determine what to purchase.

Online Spectacle Lens and Frames Ordering Saves 60 Minutes a Day

Placing and tracking optical lab orders via ParadEyes.com saves our office at least 60 minutes each day. At $18-$20 per hour, this is a huge savings throughout the year.

ParadEyes.com decreases ordering errors significantly by eliminating double entry of information. Once the Rx is created in MaximEyes, our optician submits the Rx and frame information directly to the lab while the patient is still in the office, and at the same time creates an accurate bill for the patient. We can also track the status of orders in real-time.

Without ParadEyes.com we would have to print off the lab information, and then either call or fax the information to the lab. This can lead to a number of mistakes, not to mention the possibility that you can easily misplace paperwork and don't make the order at all.

Locate Specific Criteria in a Matter of Seconds

Marketing your practice is a breeze with MaximEyes. MaximEyes tracks our current patient base as well as how patients heard about us.

A powerful feature in MaximEyes is the ability to locate patients with specific criteria in a matter of seconds. For example, we can send a letter, postcard or e-newsletter introducing a new extended wear contact lens to all male myopes over -2.00, who are between the ages of 18-25.

Reliable Support and Training Ties the System Together

One of the most important, yet underestimated parts of an EHR system revolves around training and reliable support.

Have you ever tried to troubleshoot a problem over the phone and have a technician talk over your head? I never have that problem with MaximEyes technicians. No matter who I talk with, they are well trained, polite and easy to work with. Add this with advanced Web technology, technicians can remotely diagnose and fix software issues quick and easy. They simply connect to my workstation, take control of my mouse and keyboard, then fix the problem instead of telling me what to do.

I can't imagine a better technical support service and I wouldn't want a software program without this type of ongoing support.

As you search for the right EHR system, pay close attention to what the company delivers after the sale. The best EHR companies are ones that provide reliable and responsive support and training via multiple methods. Without good support and service, you lack a key ingredient to balancing a successful practice with more personal time.