

arkansas otolaryngology center:

**bottom line: maintaining
high productivity
throughout implementation
adds to cost benefit
of WebChart EHR**



quick view:

measurable impact



- ↘ *Affordable pricing allowed the system to be purchased without financing*
- ↘ *\$25,000 in total cash savings and increased revenue during the first year post-implementation*
- ↘ *No productivity loss during transition period*
- ↘ *Enhanced accuracy and accessibility of patient charts — especially valuable for on-call physicians*

about the practice

Arkansas Otolaryngology is the largest comprehensive ear, nose and throat clinic in its state, serving patients from five office locations and through regular visits to surrounding communities. Sixteen board-certified physicians are supported by a 90-person staff. The practice sees 300 patients on a typical day, and performs 25+ surgeries at clinic-owned ambulatory surgery centers and six area hospitals. The ability to centralize patient records and have them accessible from any location drove interest in an EHR. The cost savings were an added benefit.

managing costs and avoiding missteps with WebChart

John R. E. Dickins, MD, is a board-certified otolaryngologist and fellowship trained neurologist at AOC. He admits that cost was a big concern for his practice, and that the horror stories they'd heard had fueled skepticism about purchasing a system that would serve them in the long-term.

"Many of our patients move between our practice locations and keeping track of charts was a constant challenge. We knew an EHR was a good solution — but it had to be the right solution for us.

"Cost was a big concern. One of our physicians in particular was very skeptical about purchasing a system. We had all heard horror stories and we did not want to spend a ton of money for a system that we might have to un-install if it didn't work out for our practice. As an added challenge, some of our physicians and staff were not comfortable using computers, and we could not afford an EHR that would negatively impact patient flow.



“We spent two years researching EHR vendors and even sent some of our physicians — including the skeptic — on vendor visits to experience the products first hand. WebChart impressed us in several ways. Not only was the system very cost competitive, but the company set up a very attractive payment plan for us. We put down an initial 25 percent and then paid every time we added a physician to the system. This helped us manage costs and ease into implementation. We paid for WebChart with normal cash flow, and successfully avoided having to finance the system’s purchase.”

“We started implementation in our main Little Rock office with the basics — scanning, electronic signature, dictating and transcribing, tasking and simple point and click exams. As physicians became more familiar and comfortable with the product, we added more functionality, growing into the system at the pace that’s right for us. Our office is more productive, efficient and we’re better able to manage our time. And we’re on our way to becoming totally paperless.”

added value — flexibility, productivity and incentives

“We continued to have concerns about how the transition to EHR might impede productivity in the short term. Many of the larger EHR vendors we researched offered no flexibility in configuring a system around the way we practice medicine. Their bulky, cumbersome systems would have cut 25-30 percent of our patient appointments each day, deeply affecting our bottom line.”

“WebChart worked with us to transition our entire practice over a seven to eight month period, and we did not lose one bit of productivity during the process. The implementation exceeded all of my expectations and we saw immediate cost savings. Plus we positioned the practice to take advantage of stimulus funds and the CMS ePrescribing bonus.”

proven success: lower costs, higher quality

“We started saving in labor and materials costs as soon as we implemented WebChart. The first year alone, we eliminated \$25,000 in printed materials, medical chart storage space and lost resource time searching for charts. We also started to see a reduction in our transcription costs.”



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“We were able to improve patient care by faxing prescriptions via ePrescribing and never having to hunt down missing charts. We’re also able to better manage our chronic patients with the automatic tasking, to-do list and the utilization of electronic lab results.

“The physicians are also reporting an improved quality of life. When we’re on call, we can look up patient records from home without going into the office. Our on-call doctors are delivering less care during off hours because we are communicating with patients more regularly. The documentation in our charts has improved and we are better able to ensure that orders, reports and correspondence are all properly signed by the physician using the system.”



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