

# Two-Location Podiatry Group Slashes Inefficiency, Sees More Patients, and Improves Results with Single Solution

Rockingham Foot & Ankle Associates, PLLC provides comprehensive foot and ankle care to patients in both Virginia and North Carolina. Dr. Ivan McKinney had been part of another group for a few years when the owners decided to sell and he took over the two locations in 2013. Soon after that, he hired Donna Branch to be the Office Manager at the Reidsville, North Carolina office and Rhonda East to manage the Danville, Virginia office.

With two busy locations, Dr. McKinney and his team soon realized they could no longer tolerate the inefficiencies that arose from using the outdated, separate practice management (PM) and Electronic Health Records (EHR) systems they had inherited from the prior group.

## LOST TIME, LACK OF FLEXIBILITY

The original PM and EHR systems not only didn't communicate with each other, but they also didn't allow for access from outside the office. The lack of integration led to major drains on staff efficiency. For example, if a patient called in with questions about a bill, a staff member would have to log into the EHR to review the clinical information and then log in separately to the PM system to get the billing details. This process consumed not only staff time, but also patients' time waiting on the phone.

## FAST FACTS:

### Rockingham Foot & Ankle Associates, PLLC

- Specialty: Podiatry
- Reidsville, NC & Danville, VA
- 2 Offices
- 2 Providers
- 6 Staff Members
- Solutions: CareCloud Concierge (RCM), CareCloud Central (PM), CareCloud Charts (EHR)



DONNA BRANCH, OFFICE MANAGER

On top of that, since the systems were client-server systems (servers housed on-site at the practice), the Rockingham team couldn't access them from outside the office. That meant that if it was going to snow or they had to reschedule appointments for another reason, Donna would have to print out the schedule for the next day to take home and call patients. Eager to tap into the benefits of the cloud and find a single solution for the group's needs, Dr. McKinney and the team started their search.



## IN SEARCH OF A SINGLE PM-EHR SOLUTION WITH 24/7 ACCESS

Clear on the priorities for the new system, the team started researching online and found a few companies that met their criteria. They were close to going with another solution when they heard about CareCloud. After seeing how easy to use the CareCloud software was and the straightforward way it laid out workflow, CareCloud quickly took the top spot on their list.

CareCloud's completely cloud-based system appealed to the team not only because of its seamless PM-EHR integration, but also because of its user-friendly design and the flexibility it offered for practices to customize certain workflows. A prime example of this

is CareCloud's scheduling application. Donna notes that while many systems have a one-size-fits-all scheduling approach, CareCloud's software allows the practice to customize the schedule—using different view options, blockouts, and more—to the way Dr. McKinney likes to manage it. This has helped prevent scheduling mistakes, such as patients showing up when they didn't have appointments on the calendar.

CareCloud also stood out because it could provide the anytime, anywhere access the team was seeking. In addition to the ability to access the system from home, Dr. McKinney loved the idea of being able to use CareCloud's mobile app, CareCloud Companion, to view his schedule, review patient information, and complete tasks securely on the go.

## SIMPLE-TO-USE SOFTWARE, EXCELLENT CUSTOMER SERVICE

The CareCloud software has proven to be as user-friendly as the team thought it would be when first evaluating it. "For me, CareCloud has been a breeze," Donna says, which she finds particularly remarkable given that she's relatively new to the medical field. "I'm pretty new to the medical field and when I first came in, it was intimidating. I thought I'd be intimidated by CareCloud too, but a week in, I saw it was totally different," she explains.

On an ongoing basis, Donna is particularly pleased that she doesn't have to "search and search and search" to find what she needs in the CareCloud system. Plus, the in-system tasking functionality—integrated across the PM and EHR applications—has boosted practice efficiency. "Before, we used to use post-it notes or emails to coordinate tasks. Now we create and manage tasks right in CareCloud," she says.

Donna has also been thrilled with the quality of the support she receives from CareCloud. She loves being able to call into the Support center and get quick answers to her questions. "CareCloud couldn't have hired nicer people," she says, adding, "I don't know where CareCloud found so many nice people!"

"For me, CareCloud has been a breeze."

## PARTNERING MORE CLOSELY WITH CARECLOUD: RCM SERVICES

A few months after going live on the CareCloud system, the team began looking into CareCloud Concierge, the company's comprehensive solution including revenue cycle management (RCM) services. While the team loved using the CareCloud software, they wanted to find a way to alleviate some of their heavy administrative workload, particularly around billing. This would free up time for the respective office managers to handle other important tasks, such as reminding patients about appointments.

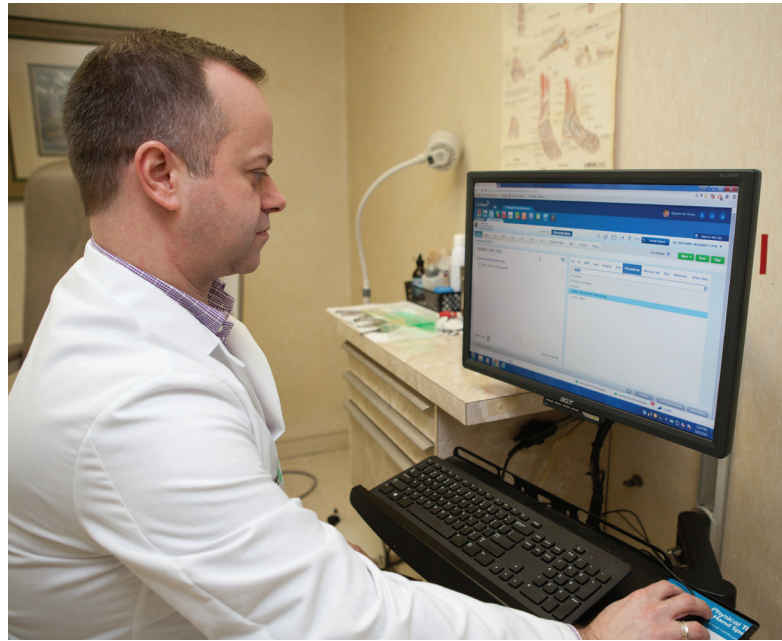
"Moving to Concierge took a lot of the billing workload off of us...It frees us up to do all of the other stuff that needs to be done."

Having CareCloud's in-house RCM team take on key revenue cycle tasks on the group's behalf has given Donna and Rhonda significant time back in the day. While the practice retains responsibility for coding and charge entry, CareCloud steps in at the point of claim submission and handles many of the critical, time-consuming tasks that follow, such as posting payments, appealing denials, and mailing patient statements.

"Moving to Concierge took a lot of the billing workload off of us. They mail out the bills, so we don't have to worry about that. It frees us up to do all of the other stuff that needs to be done," Donna says

## MORE PATIENTS, MORE REVENUE, MORE TIME

Rockingham Foot & Ankle has experienced a big impact from the combination of CareCloud's software and services, particularly when it comes to patient volumes. "We have probably started seeing at least 3 to 4 more patients a day since CareCloud saves us so much time," Donna says. At average reimbursement rates, that can amount to \$10,000 or more incremental revenue every month. Success reducing no-shows has played a key part in the increase. "CareCloud has made it easy to call our patients and remind them about appointments and we've reduced no-shows as a result," Donna says. "Before, we had to go in one system to find the patient's phone number and another to find the appointment. CareCloud puts it all in one place so our process is efficient."



The data available in the CareCloud system bears the rise in patient visit volumes out, showing that average monthly patient visits in 2016 are trending almost 15% higher than the 2015 average. All told, the two offices now efficiently schedule, document, and bill for more than 700 patient visits per month through the CareCloud platform.



**ADDITIONAL PATIENTS  
PER WEEK**



**DECREASE IN  
DAYS IN A/R**



**PATIENT VISITS MANAGED PER  
MONTH VIA CARECLOUD**

The group is not only bringing in more revenue now, but they're also seeing it come in faster. In fact, they've cut Days in Accounts Receivable (A/R)—the average number of days it takes to obtain payments—in half. What's more, they're achieving such strong results with less pressure on staff. "CareCloud takes on the majority of the billing. When we moved to Concierge, we didn't have to worry so much." Plus, "we haven't had to hire anyone else to help with the billing and we're no longer overwhelmed by it," Donna says.

## POISED FOR CONTINUED GROWTH

Managing two bustling locations effectively is no easy task; it's critical to have the right software and RCM processes in place. Switching to CareCloud has enabled Rockingham Foot & Ankle to operate more efficiently and care for more patients, while achieving strong results. Plus, the team finally has the flexibility that comes with 24/7 web-based system access. Now that the group has the right solution in place, it's poised for continued growth – and continued productivity.

