

Large Dallas Urgent Care Network Seeks Efficiency, Gains Revenue As Well Via MedInformatix EPM And EMR

Integrated Enterprise Practice Management and Electronic Medical Records Solutions Provide Host of New Automation, Analytics and Reporting Capabilities for PrimaCare Medical Centers

LOS ANGELES, CA – (February 23, 2010) – For over 30 years, the PrimaCare Medical Center sign has been a welcome sight for hundreds of thousands of residents in the Dallas, Texas metroplex. The 11-location urgent care network provides a wide range of family, occupational, sports and lab services on both an urgent and primary care basis.

Several years ago, PrimaCare made the decision to adopt an [Enterprise Practice Management](#) system for its centers. “We knew that an EPM application would not only streamline our scheduling and billing, but also allow us to better analyze our overall performance,” said Jennifer Stephenson, PrimaCare’s executive director. “The reporting capabilities would allow us to establish better business practices and improve our efficiency across our network of offices.”

While its initial interest was in EPM, PrimaCare also wanted to find a vendor that offered an easily-integrated [Electronic Medical Records \(EMR\)](#) application, as it was clear that the industry was moving in that direction and PrimaCare wanted to be able to respond. Finally, PrimaCare sought a stable, experienced software vendor. “This was going to be a long-term decision, and we wanted someone who was likely to be around for awhile,” Stephenson recalled.

Once it began its search, it wasn’t long before PrimaCare concluded there were a limited number of vendors who fit the bill. [MedInformatix](#) quickly rose to the top of the list.

“After the MedInformatix team met with us at our Dallas headquarters, we travelled to their offices in Los Angeles for a tour and onsite demo. We liked what we saw of the [company](#) and its [software](#)—especially the fact that we could tailor MedInformatix’ applications to our business practices at no additional cost,” she stated. “Other vendors charge to customize their software.” The PrimaCare team also took the time to visit several MedInformatix user sites around L.A. “Our conclusion was that MedInformatix was a true partner to its customers. We felt confident we would be able to depend on the company into the future,” noted Stephenson.

A short time later, PrimaCare formally selected MedInformatix and set about installing the company’s EPM system. “They really did a good job of preparing us for ‘go live’. The install process was largely issue-free,” she continued. “As for staff preparation, MedInformatix provided on-site training for designated ‘super users’ from each office. Those folks were then prepared to assist co-workers as the rollout took place.” When “go live” day came, everything went smoothly. “The Microsoft Windows interface is easy for anyone to use. I really enjoy the advantages of the EPM’ SQL database reporting in

particular—it lets me look at billing error and collection rates, claims status and other reports,” Stephenson said.

To improve its insurance claim submissions, PrimaCare also made the decision to integrate its EPM with revenue clearinghouse services provider ZirMed—a move that MedInformatix was able to easily accommodate. “The integration with ZirMed means EOBs are automatically in the system. Payments are posted automatically too,” noted Stephenson.

Before long, PrimaCare started adding the MedInformatix Electronic Medical Record application, one office at a time. Physicians were trained to enter patient data using tablet PCs in the examining rooms or at their workstation. Once the data was documented or scanned into the system, finding the information became much easier.

While clinical and administrative efficiency was the main reason PrimaCare sought out an integrated EPM and EMR solution, today it enjoys an equally valuable plus: a gain in revenue. “Since we’ve installed MedInformatix, our collection rates from payers has increased because we manage contractual adjustments better. We figure a 3% improvement,” noted Stephenson, “which, given our companywide volume, is a nice bonus.”

For more information about the MedInformatix’ integrated EPM and EMR applications, go to http://www.medinformatix.com/Products/fully_integrated_PM_and_EMR.htm.

About MedInformatix:

MedInformatix, Inc. (www.medinformatix.com) is a leading national provider of fully integrated Electronic Health Records. The products have been built around MedInformatix 25 years of workflow expertise. MedInformatix suites of products are designed on a single database using Microsoft SQL. Whether the client is a single physician who went live in 1994, a 13-location cardiology practice, the busiest radiology practice in Manhattan, or one of 15 other specialties it services, MedInformatix accommodates their needs. See why so many practices from various specialties choose MedInformatix. With 13 Microsoft nominations in 8 years and CCHIT certified in 2006 and 2008, MedInformatix can turn the dream of a paperless, integrated practice into a reality.

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