

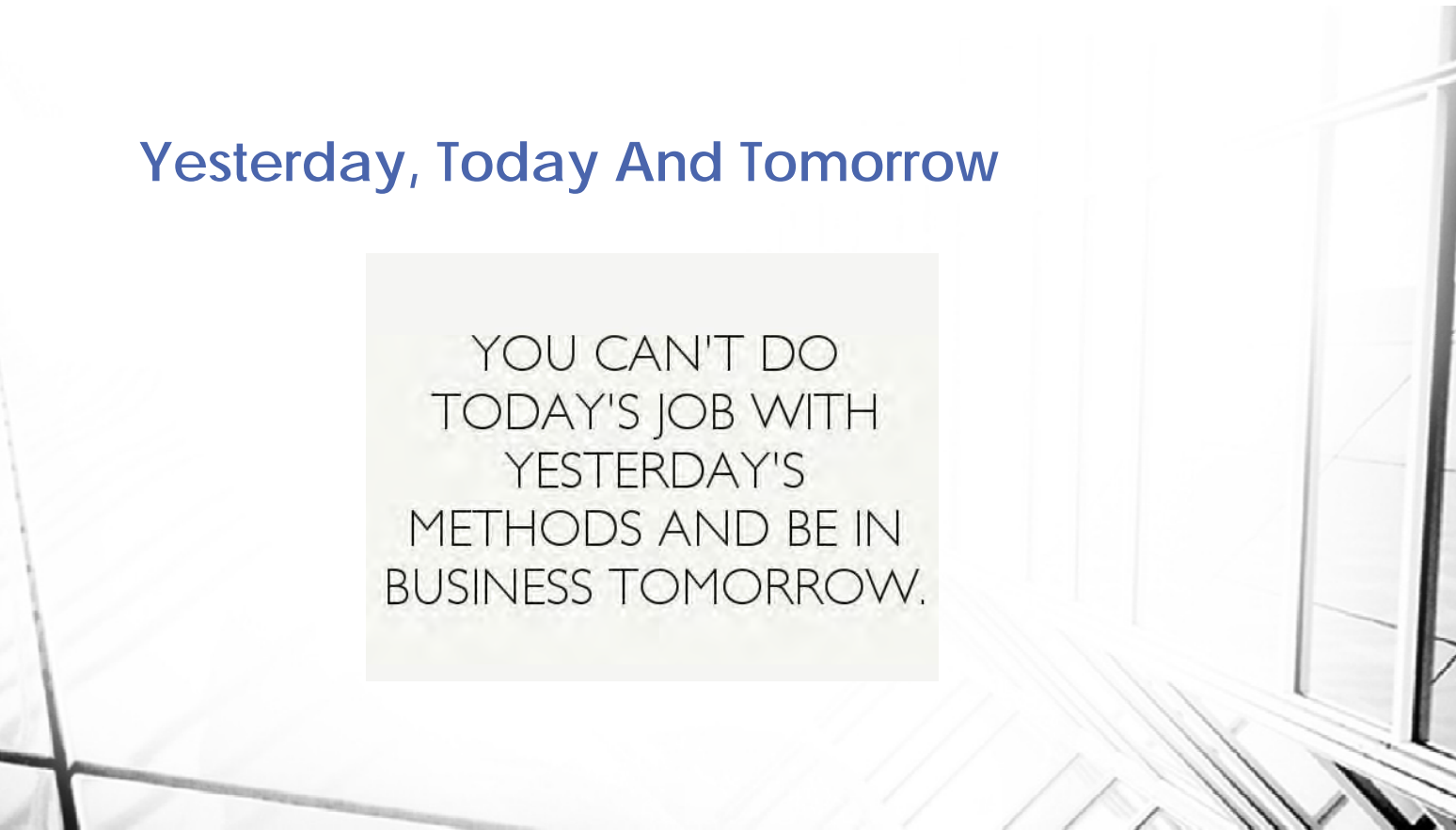


Information Technology And The Orthopedic Practice

Ideas for today and tomorrow

Yesterday, Today And Tomorrow

YOU CAN'T DO
TODAY'S JOB WITH
YESTERDAY'S
METHODS AND BE IN
BUSINESS TOMORROW.

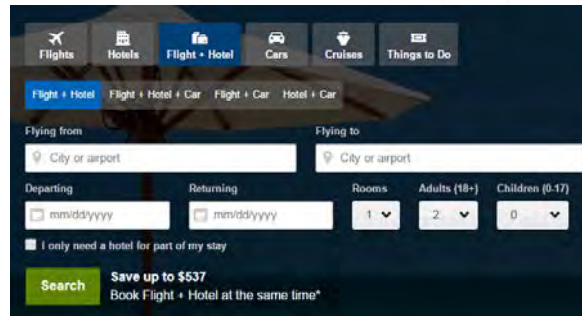


Technology Advances In Travel

Booking a Vacation in 1985



Booking a Vacation in 2015

A screenshot of a modern travel booking website interface. The interface is dark-themed with white and blue text. At the top, there are navigation tabs: "Flights", "Hotels", "Flight + Hotel", "Cars", "Cruises", and "Things to Do". Below these, there are sub-tabs for "Flight + Hotel", "Flight + Hotel + Car", "Flight + Car", and "Hotel + Car". The main form includes fields for "Flying from" and "Flying to", both labeled "City or airport". Below these are fields for "Departing" and "Returning" dates, both showing "mm/dd/yyyy". There are also dropdown menus for "Rooms" (set to 1), "Adults (18+)" (set to 2), and "Children (0-17)" (set to 0). A checkbox is present with the text "I only need a hotel for part of my stay". At the bottom, there is a green "Search" button and a promotional message: "Save up to \$537 Book Flight + Hotel at the same time*".

Technology Advances In Auto Sales

Buying a Car in 1985



Buying a Car in 2015

Find Cars for Sale

Any Make ▼	Any Model ▼	
Ex: Mazda	Ex: MX-5 MIATA	
Any Price ▼	Zip Code	Search
More search options		
Browse by Make	Browse by Style	Browse by Price

Technology Advances In Private Practice

Making an Appointment in 1985

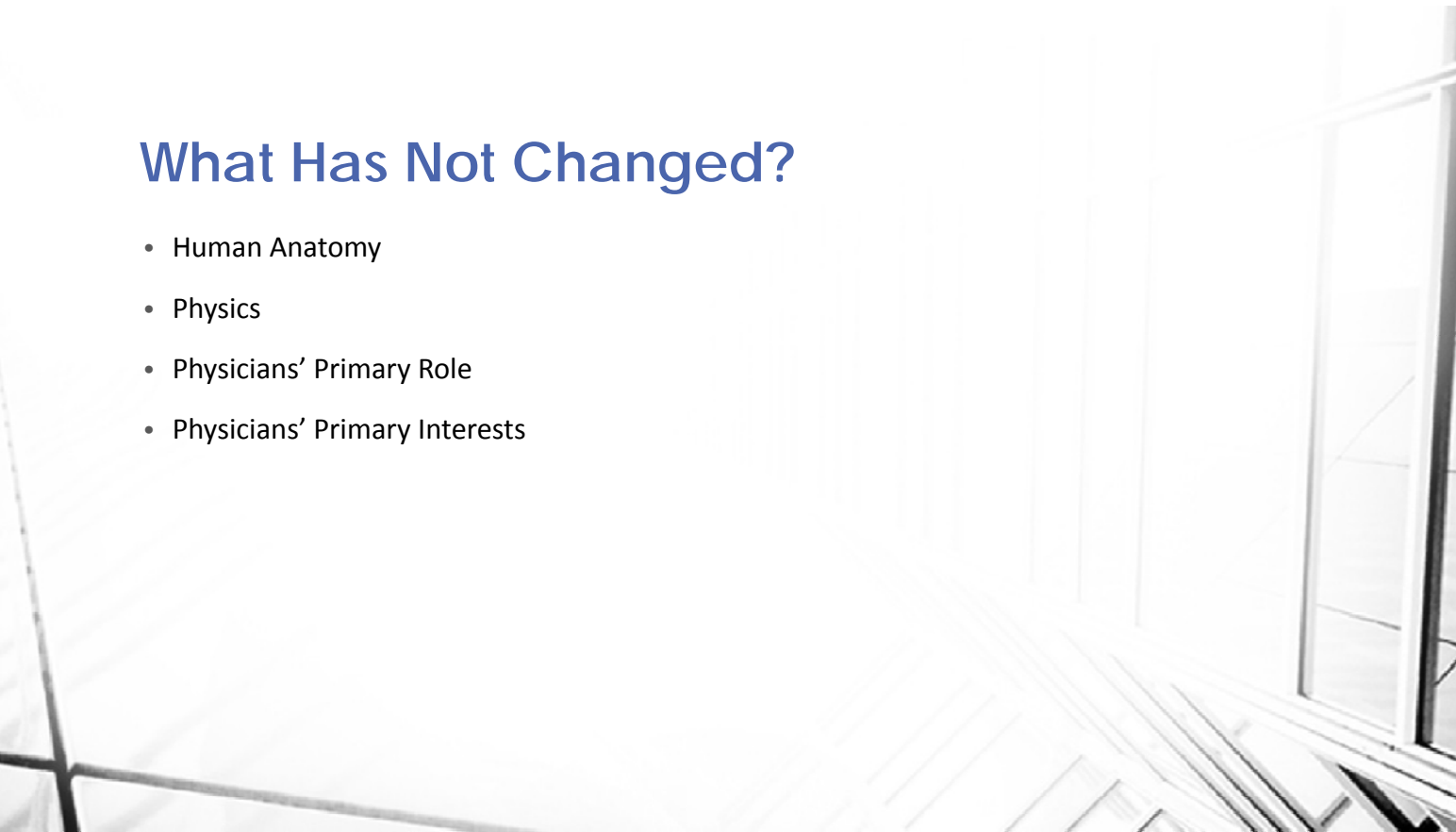


Making an Appointment in 2015



What Has Not Changed?

- Human Anatomy
- Physics
- Physicians' Primary Role
- Physicians' Primary Interests



What Has Changed?

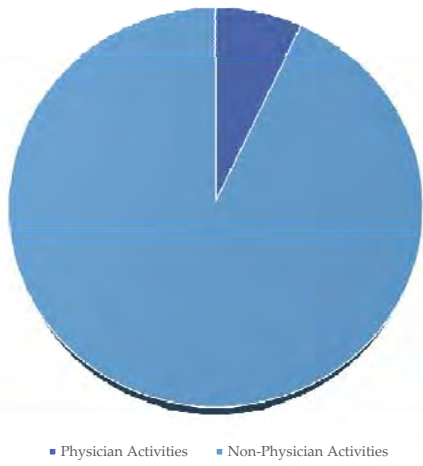
- Clinical and Surgical Procedures
- Diagnostic Imaging
- Medical Records
- Healthcare Regulations
- Meaningful Use
- Quality Reporting
- Patient Acquisition
- Patient Communication
- Competitive Market



What Does That Mean?

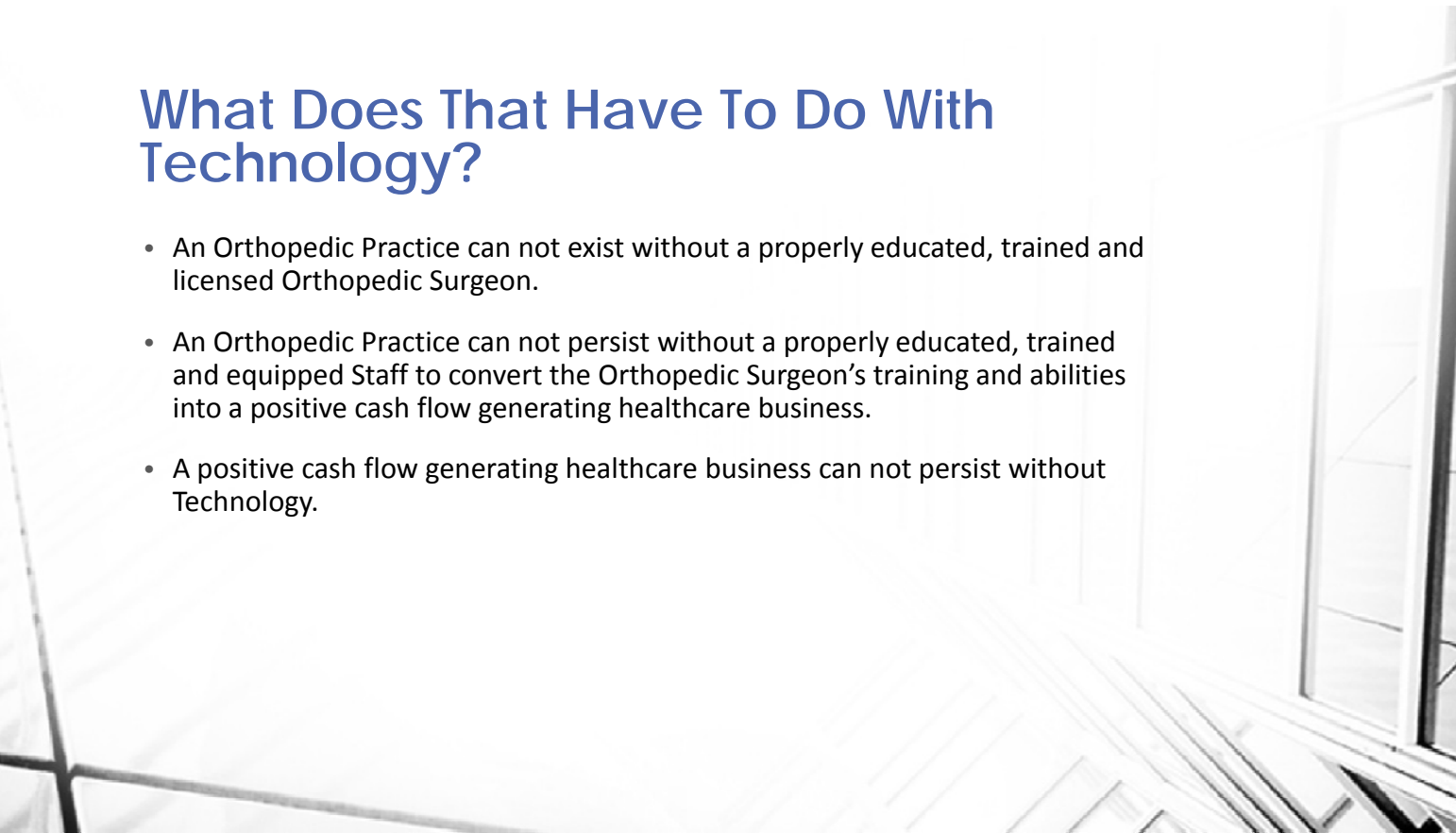
- Diagnosis, Assessment & Plan
- Documentation
- Surgery
- Appointment Scheduling
- Patient Check In
- Patient Check Out
- Diagnostic Imaging
- Casting
- Lab Orders
- Imaging Orders
- Benefit Verification
- Pre-Certification
- Surgery Scheduling
- Credentialing
- Insurance Contracting
- Surgery Coding
- Revenue Cycle Management
- Physical Therapy
- Patient Communication
- Hospital Communication
- Referral Communication
- Medical Records Requests
- Staff Management
- Financial Management
- Marketing Management
- Technology Management
- Administration

Practice Functions



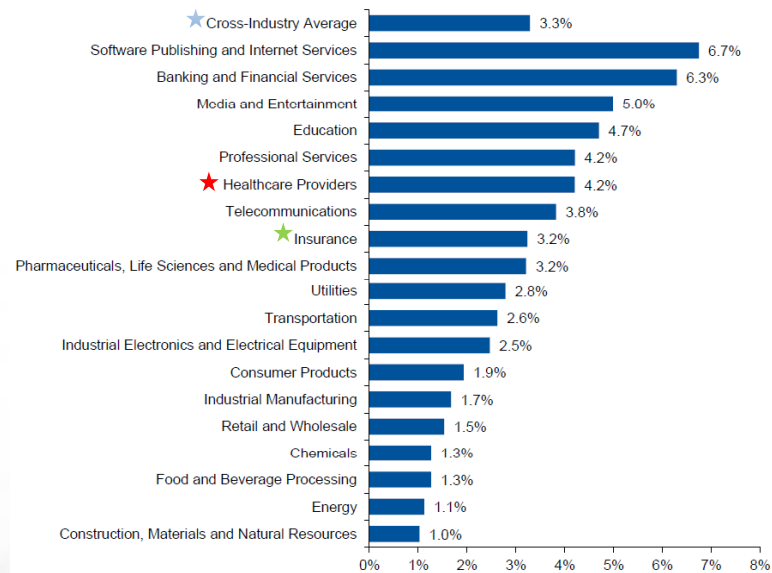
What Does That Have To Do With Technology?

- An Orthopedic Practice can not exist without a properly educated, trained and licensed Orthopedic Surgeon.
- An Orthopedic Practice can not persist without a properly educated, trained and equipped Staff to convert the Orthopedic Surgeon's training and abilities into a positive cash flow generating healthcare business.
- A positive cash flow generating healthcare business can not persist without Technology.



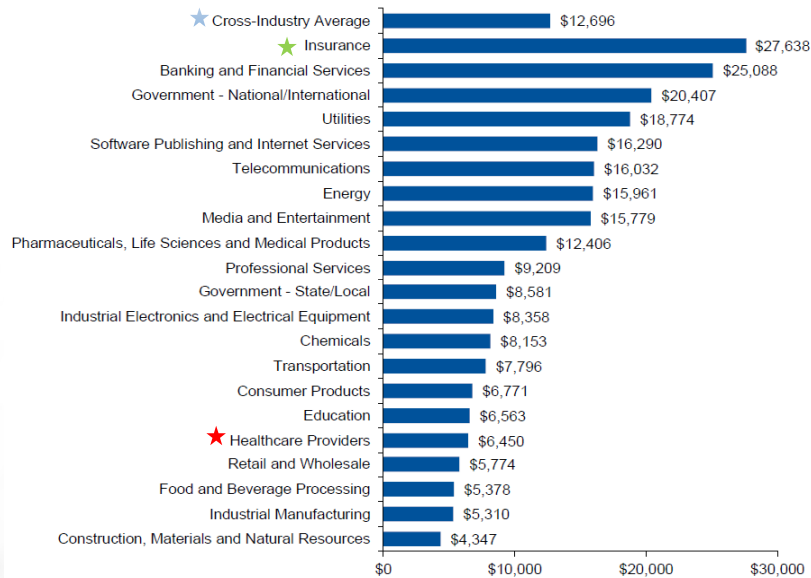
Investing In Technology

Figure 2. IT Spending as a percent of Revenue



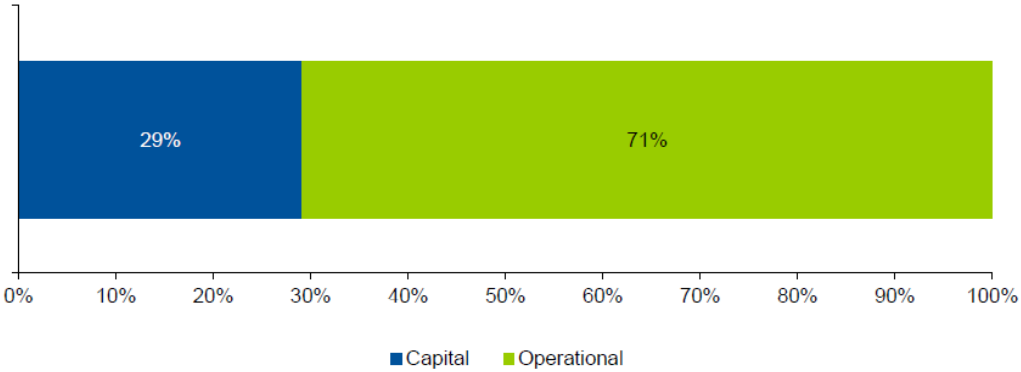
Investing In Technology

Figure 3. IT Spending per Employee



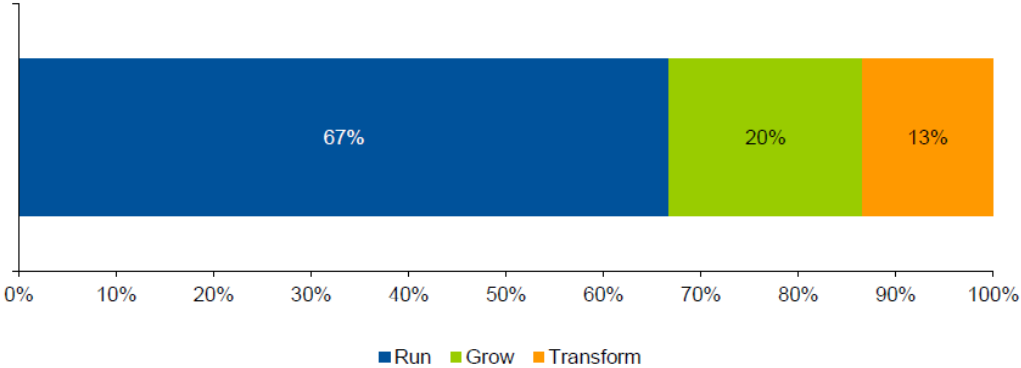
Investing In Technology

Figure 5. IT Operational vs Capital Spending



Investing In Technology

Figure 6. IT Spending to Run, Grow and Transform the Business



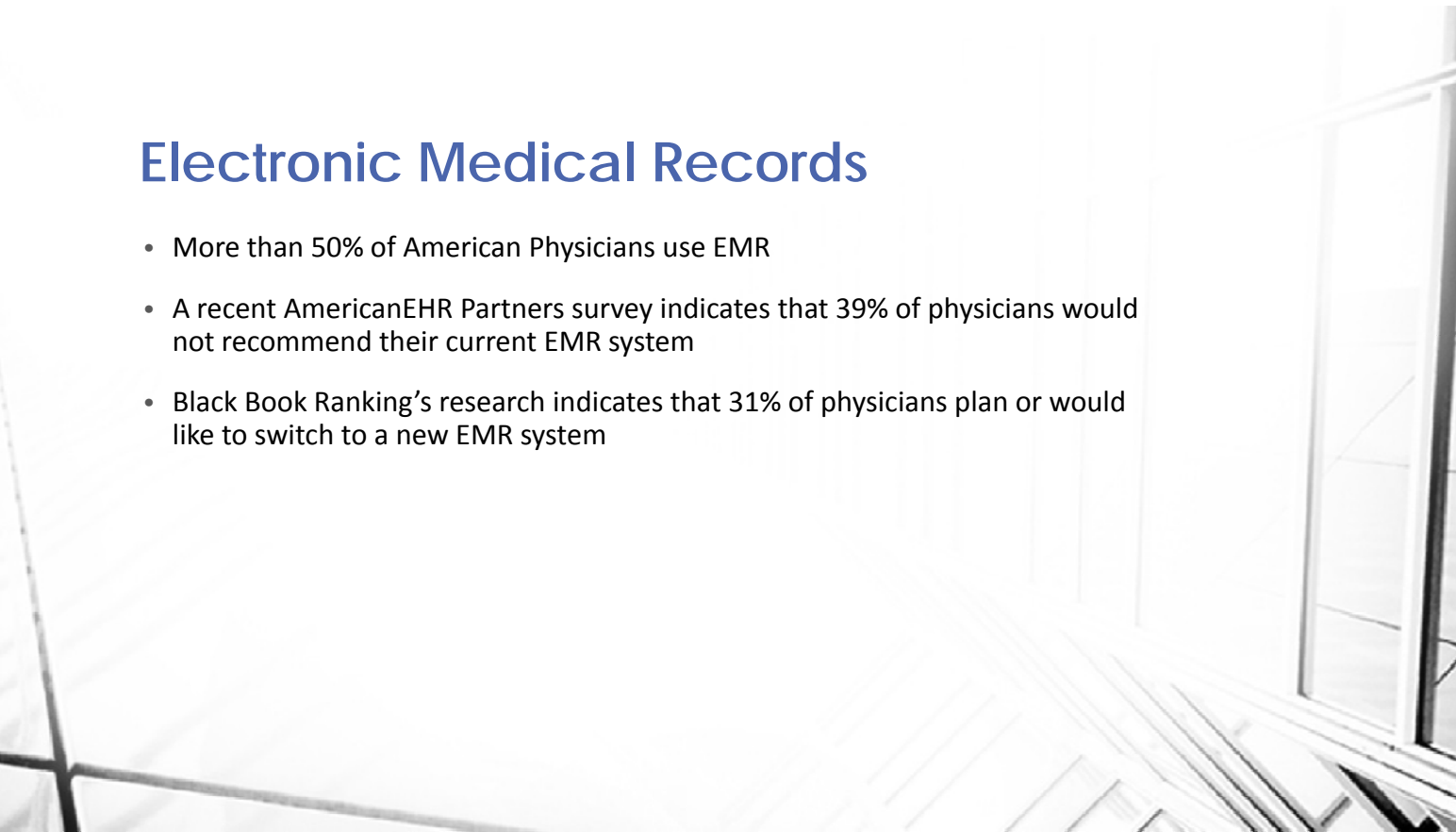
Investing In Technology

Total Operating Cost as a Percentage of Total Medical Revenue Per FTE Physician



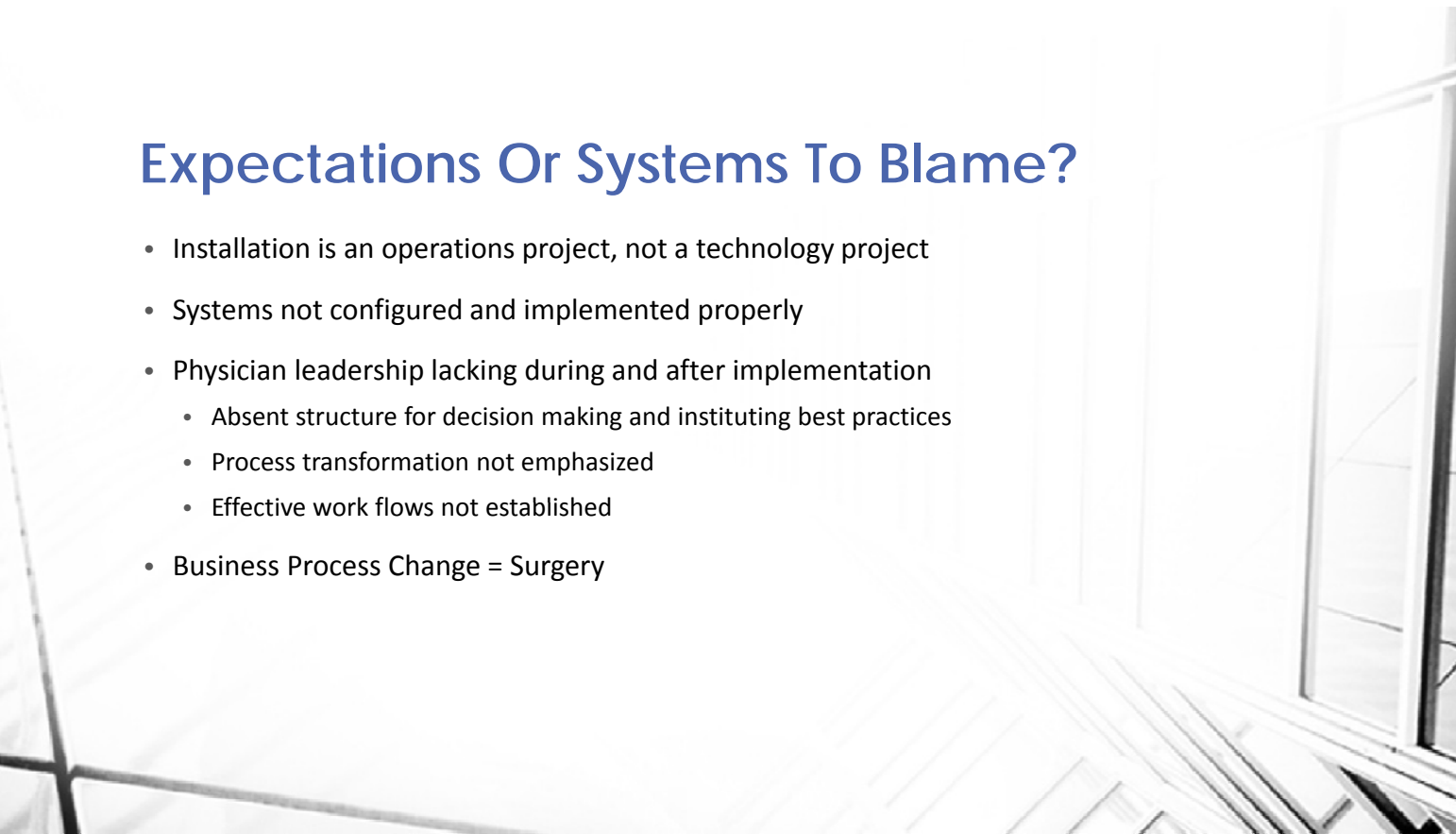
Electronic Medical Records

- More than 50% of American Physicians use EMR
- A recent AmericanEHR Partners survey indicates that 39% of physicians would not recommend their current EMR system
- Black Book Ranking's research indicates that 31% of physicians plan or would like to switch to a new EMR system



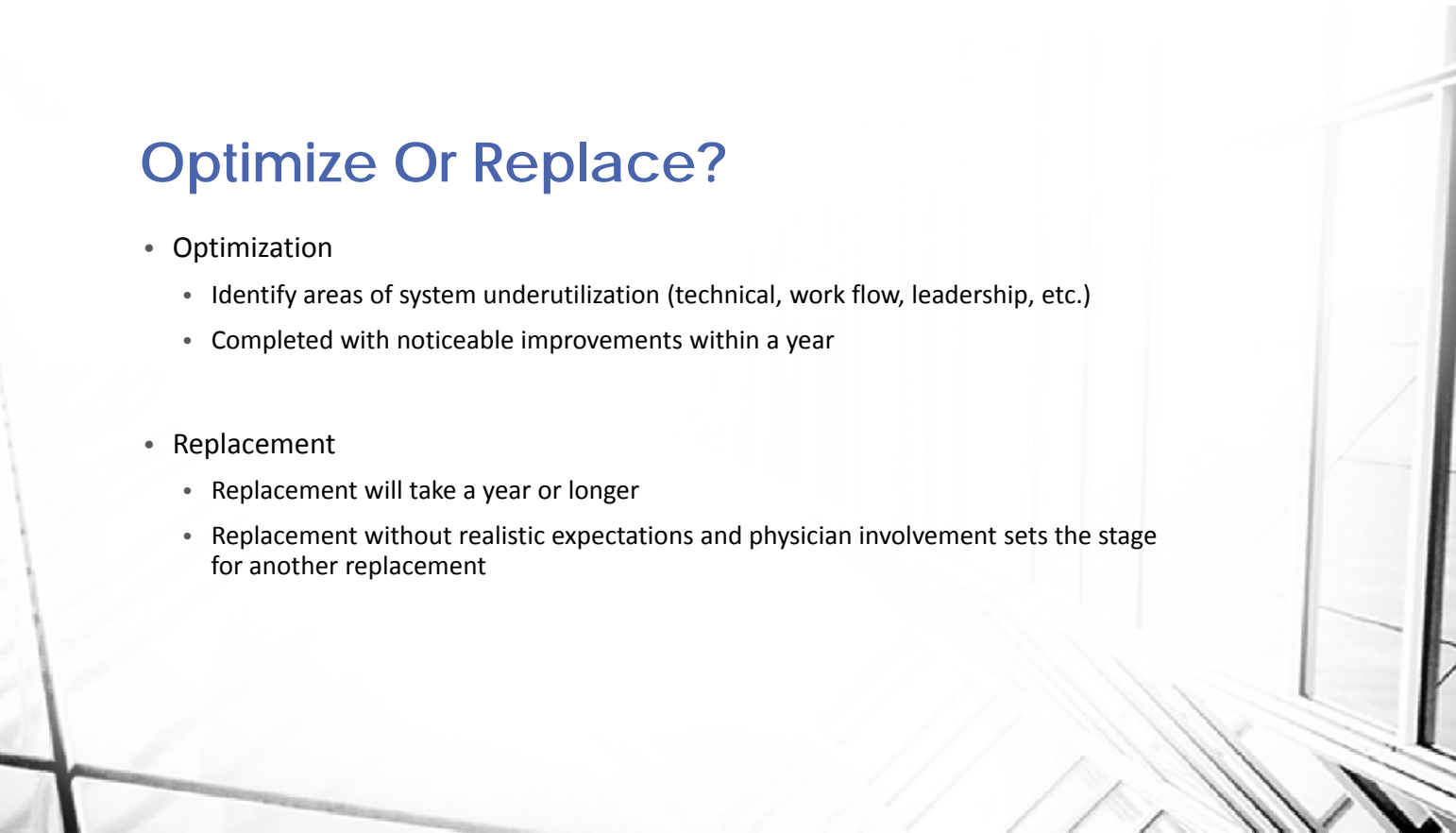
Expectations Or Systems To Blame?

- Installation is an operations project, not a technology project
- Systems not configured and implemented properly
- Physician leadership lacking during and after implementation
 - Absent structure for decision making and instituting best practices
 - Process transformation not emphasized
 - Effective work flows not established
- Business Process Change = Surgery



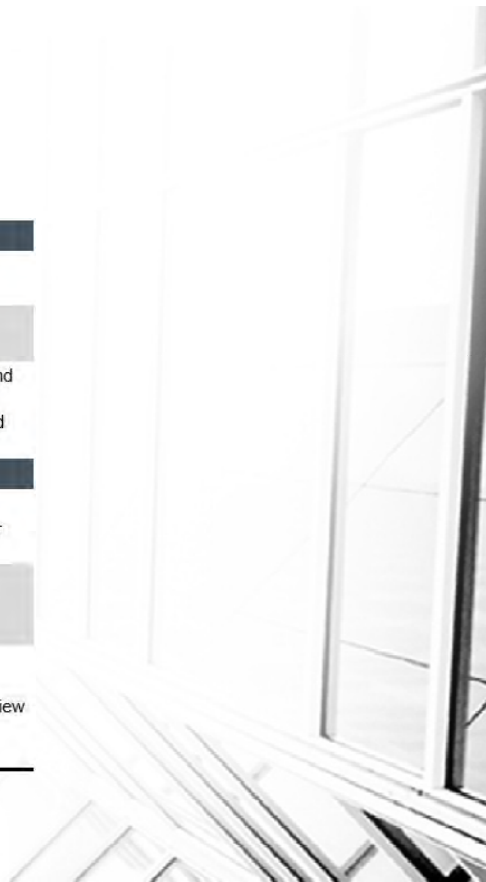
Optimize Or Replace?

- Optimization
 - Identify areas of system underutilization (technical, work flow, leadership, etc.)
 - Completed with noticeable improvements within a year
- Replacement
 - Replacement will take a year or longer
 - Replacement without realistic expectations and physician involvement sets the stage for another replacement

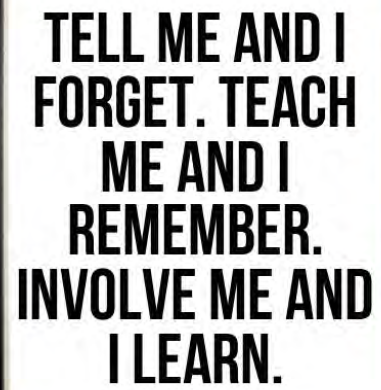


Optimization Solutions

Systems	Example
Enhance Functionality	<ul style="list-style-type: none">• Turn on automation processes to improve efficiency.• Upgrade to the newest system version.
Improve Technology and Facility	<ul style="list-style-type: none">• Install hospital and laboratory system interfaces.• Give providers more agile devices.
Implement Third-Party Software	<ul style="list-style-type: none">• Adopt more sophisticated search features for diagnosis and procedure codes.• Utilize voice recognition technology for documentation and system navigation.
People	Example
Realign Staffing	<ul style="list-style-type: none">• Assign scribes to high-volume specialty physicians.• Utilize RNs or LVNs to perform comprehensive intakes for complex patients.
Redesign Work Flows	<ul style="list-style-type: none">• Reassign tasks based on skill sets.• Streamline complex processes.• Centralize key tasks with dedicated staff.
Provide Additional Training	<ul style="list-style-type: none">• Emphasize specific work flows in small group review sessions.• Record training sessions and make them available for review online.• Institute competency testing.



Physician Involvement Required



**TELL ME AND I
FORGET. TEACH
ME AND I
REMEMBER.
INVOLVE ME AND
I LEARN.**

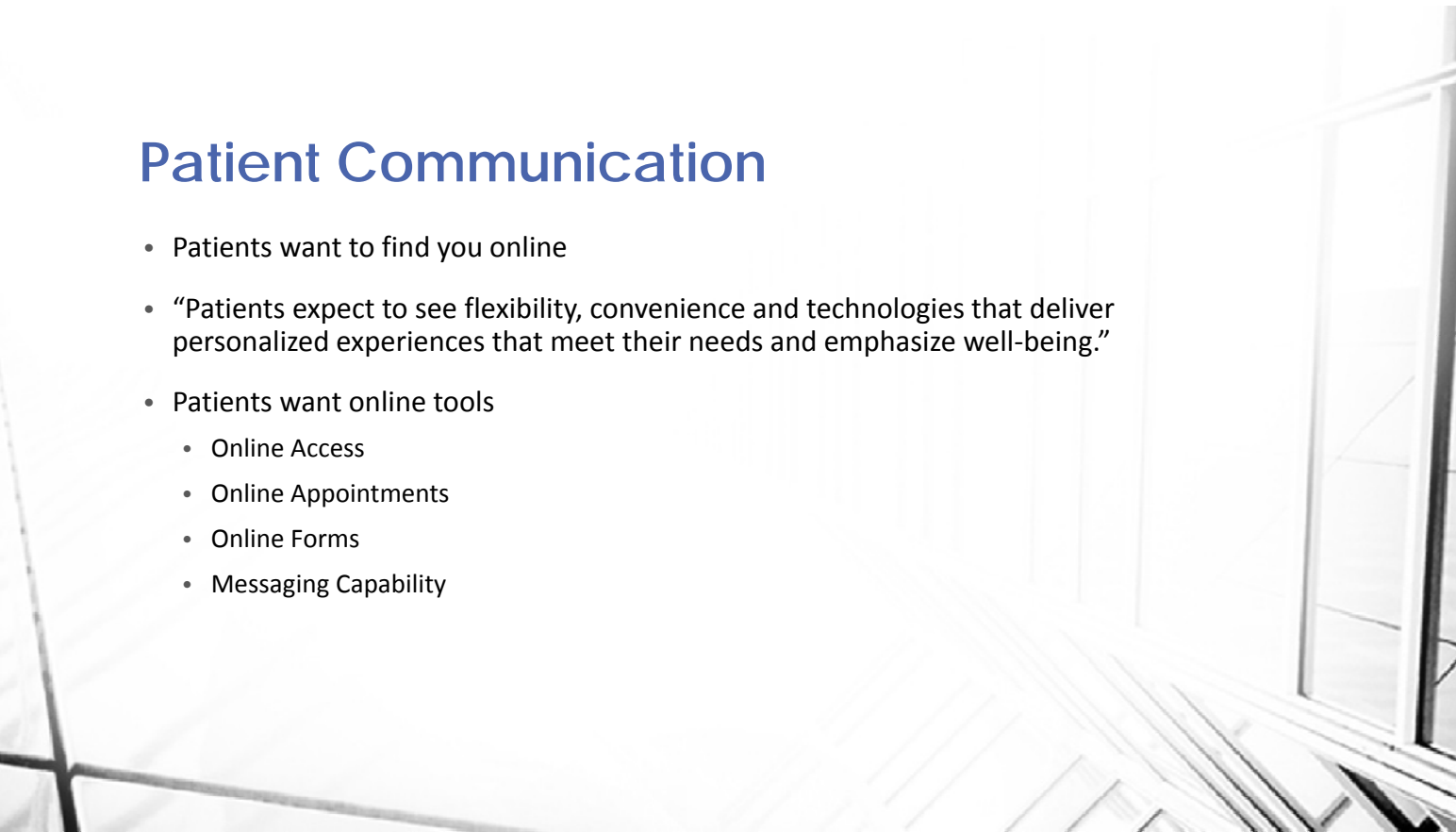
Patient Acquisition

- Active Marketing
 - Search Engine Optimization
 - Social Media
 - Online Advertisement
 - Physician Ranking Sites
 - Online Reputation Management
- Referral Network



Patient Communication

- Patients want to find you online
- “Patients expect to see flexibility, convenience and technologies that deliver personalized experiences that meet their needs and emphasize well-being.”
- Patients want online tools
 - Online Access
 - Online Appointments
 - Online Forms
 - Messaging Capability



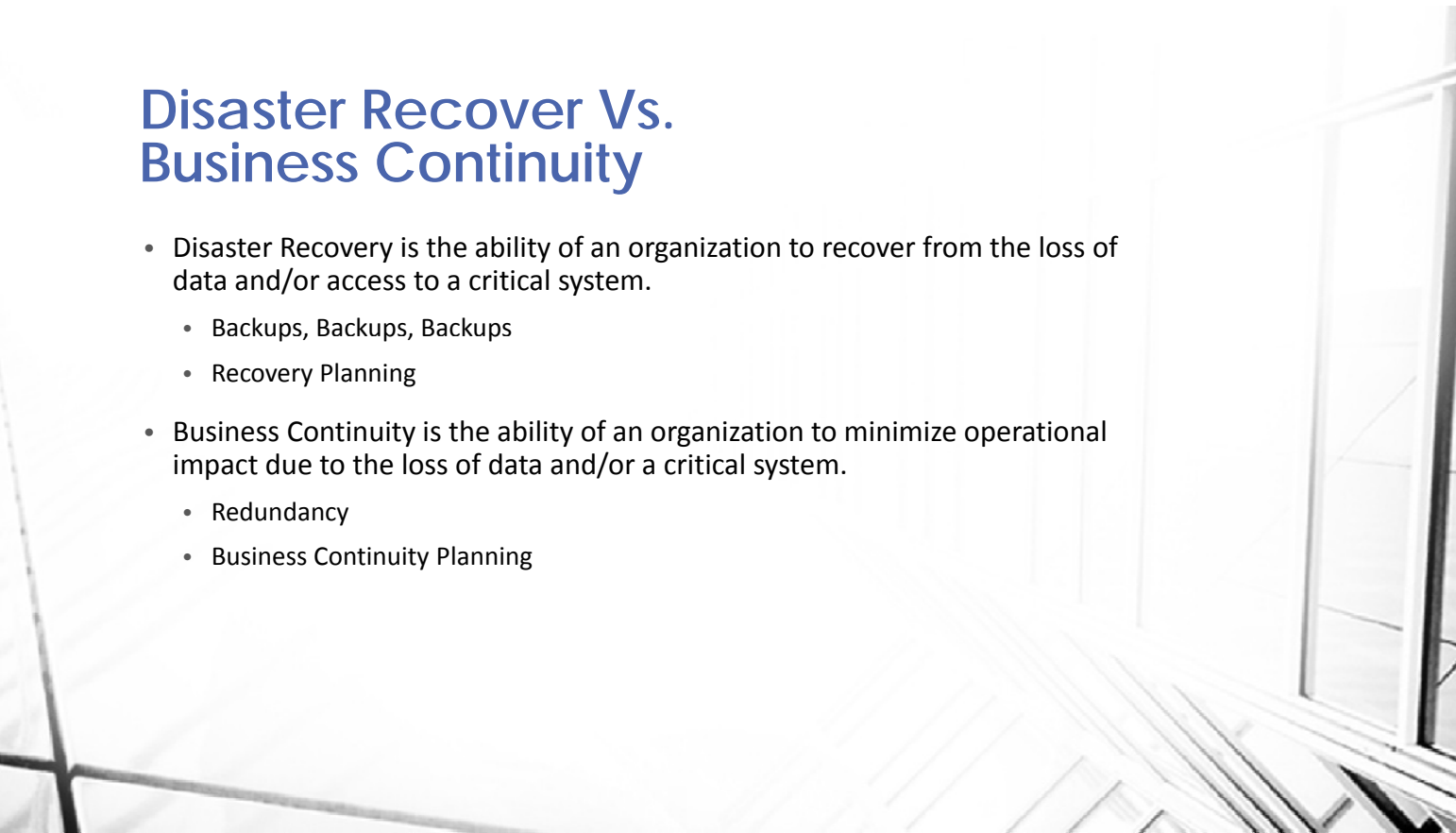
Referral And Hospital Communication

- Faxing Solutions
 - Most Common
 - Costly and Antiquated
 - Labor Intensive
- Secure Email Solutions
 - Cost Viability
 - Integration Capability
 - Risk Reduction

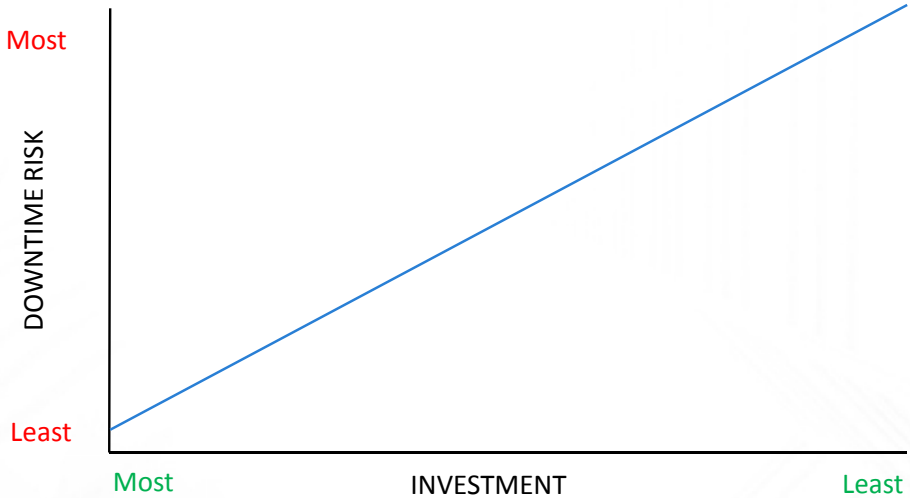


Disaster Recover Vs. Business Continuity

- Disaster Recovery is the ability of an organization to recover from the loss of data and/or access to a critical system.
 - Backups, Backups, Backups
 - Recovery Planning
- Business Continuity is the ability of an organization to minimize operational impact due to the loss of data and/or a critical system.
 - Redundancy
 - Business Continuity Planning



The Investment Risk Relationship



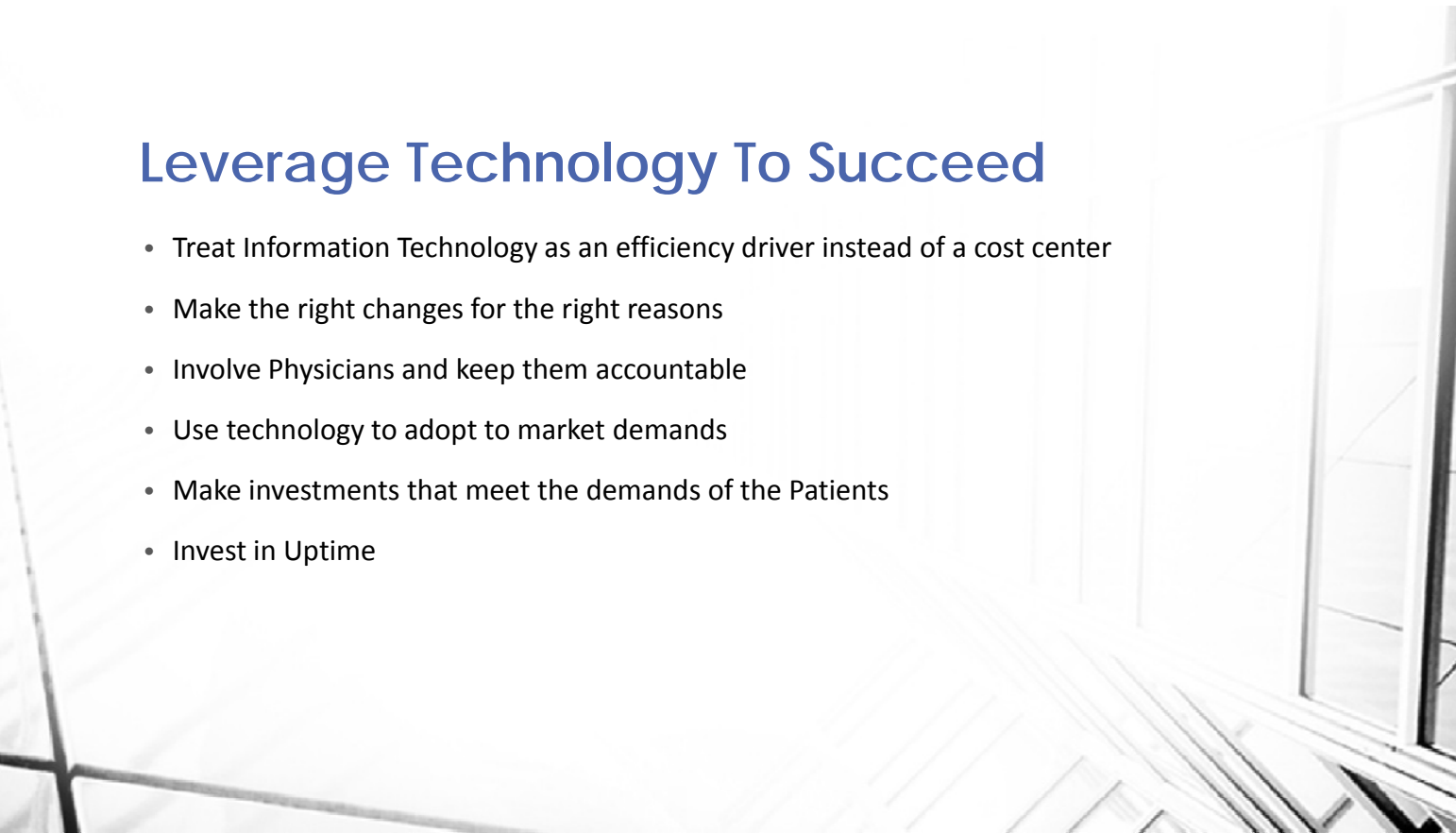
Competitive Market Changes

- Accountable Care Organizations
- Commercial Organizations
- Outcome Based Reimbursement
- Evolving Hospital System, Private Practice Relationships
- “The Patient at the Center”



Leverage Technology To Succeed

- Treat Information Technology as an efficiency driver instead of a cost center
- Make the right changes for the right reasons
- Involve Physicians and keep them accountable
- Use technology to adopt to market demands
- Make investments that meet the demands of the Patients
- Invest in Uptime





Thank You And Have A Safe Trip Home

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