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
Technology Advances In Auto Sales

Buying a Car in 1985

Buying a Car in 2015
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

- Physician Activities
- Non-Physician Activities
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

- Cross-Industry Average: 3.3%
- Software Publishing and Internet Services: 6.7%
- Banking and Financial Services: 6.3%
- Media and Entertainment: 5.0%
- Education: 4.7%
- Professional Services: 4.2%
- Healthcare Providers: 4.2%
- Telecommunications: 3.8%
- Insurance: 3.2%
- Pharmaceuticals, Life Sciences and Medical Products: 3.2%
- Utilities: 2.6%
- Transportation: 2.6%
- Industrial Electronics and Electrical Equipment: 2.5%
- Consumer Products: 1.9%
- Industrial Manufacturing: 1.7%
- Retail and Wholesale: 1.5%
- Chemicals: 1.3%
- Food and Beverage Processing: 1.3%
- Energy: 1.1%
- Construction, Materials and Natural Resources: 1.0%
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

- Run: 67%
- Grow: 20%
- Transform: 13%
Investing In Technology

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

- OB/GYN
- Family Medicine
- Pediatrics
- Cardiology
- Orthopedic Surgery
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

<table>
<thead>
<tr>
<th>Systems</th>
<th>Example</th>
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<tbody>
<tr>
<td>Enhance Functionality</td>
<td>• Turn on automation processes to improve efficiency.</td>
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<td>• Upgrade to the newest system version.</td>
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<td>Improve Technology and Facility</td>
<td>• Install hospital and laboratory system interfaces.</td>
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<td>• Give providers more agile devices.</td>
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<td>Implement Third-Party Software</td>
<td>• Adopt more sophisticated search features for diagnosis and procedure codes.</td>
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<td>• Utilize voice recognition technology for documentation and system navigation.</td>
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<tr>
<td>People</td>
<td>Example</td>
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<td>Realign Staffing</td>
<td>• Assign scribes to high-volume specialty physicians.</td>
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<td>• Utilize RNs or LVNs to perform comprehensive intake for complex patients.</td>
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<tr>
<td>Redesign Work Flows</td>
<td>• Redesign tasks based on skill sets.</td>
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<td>• Streamline complex processes.</td>
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<td>• Centralize key tasks with dedicated staff.</td>
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<td>Provide Additional Training</td>
<td>• Emphasize specific work flows in small group review sessions.</td>
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<td>• Record training sessions and make them available for review online.</td>
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<td>• Institute competency testing.</td>
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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 Recovery 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

The graph illustrates the relationship between downtime risk and investment levels. The x-axis represents investment, ranging from "Most" to "Least," and the y-axis represents downtime risk, also ranging from "Most" to "Least." The line on the graph shows a direct correlation, indicating that as investment increases, downtime risk also increases.
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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