EFFICIENT USE OF TECHNOLOGY RESOURCES
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FINANCIAL DISCLOSURE
• The presenter has no financial interest in the subject matter of this presentation.
• The companies presented here are suggestions, not recommendations.

A LOOK AT THE NUMBERS
• Projected supply of ophthalmologists (clinical practice) expected to remain flat
• Number of residents remains flat
• Population over age 65 projected to grow by about 50%
THEREFORE

In order to service the increasing number of patients in a time sensitive manner, we must become more efficient.

What does the word mean to you?

EFFICIENCIES

Definition of Efficiency:
The ability to do something or produce something without wasting materials, time or energy.
TECHNOLOGIES

Quicker... But Better?

A better way to work

TAKE THE CASE OF EMR

• This was supposed to make us "more efficient"
• Better documentation
• Improved speed
  • More patients
  • Therefore more revenue

WITH IT CAME....

• Meaningful Use
• PQRS
• ICD 10
• Increased documentation
• Audits
• EMR: Techs focused on checking boxes, not thinking
• Staff Turnover...........
ASOA BENCHMARKING SURVEY 2015

6319 patients
79 practices
Various appointment types
Included 3 means of capturing histories
Portal
Patient completes form
Technician interview

HISTORY TAKING MUST BE MORE EFFICIENT

• Appropriate for Chief Complaint
• Complete ROS not necessary for every visit
• Techs must know symptoms of most common conditions
• Pertinent HPI
• The result must make sense to the reader

PROACTIVE WORKFLOW FOR ADDED EFFICIENCIES
ONLINE APPOINTMENT SCHEDULING

- Patient can book comprehensive exam, including demographic and subscriber information
- Referring OD can book cataract evaluation from his office
- Referring MD can schedule medical necessity exam from her office
- Send invitation to participating doctors
- Referring/provider schedules in real time
- Exchange of documentation
- HIPAA Compliant
- Status updates
- Outcomes sent

ON ARRIVAL

- Kiosks
- Real time eligibility
- Copayments taken
- History completed
- Gather additional marketing information:
  - Lasik
  - Glasses or contacts?

CLINIC FLOW
CONSIDER THE CLINIC

• IF we can be more efficient in our processes
  • THEN we can add patients

• IF we can do this without adding unjustifiable HR costs
  • THEN we can add revenue to the bottom line

• IF we improve profitability
  • THEN we can add additional revenue producing equipment, etc.

PRIORITIZE

Assess your Staff
• Working to benchmark standards?
• Performing consistently?
• Can everyone do most everything?

Documentation
• Doctor?
• Scribe?
• Both?

PATIENT TRACKING

❖ Various points of contact to create productivity and timing reports
❖ May be in PMS as dashboard monitor
❖ Reporting Limited to format determined by program
❖ Can be independent software program
❖ Real time reporting

VisualClinic
USING TECHNOLOGY TO REDUCE STAFFING COST OR TRAINING

INTRODUCING NEW TECHNOLOGY

CONSIDERATIONS:
- Placement
- Workflow changes
- Training staff
- Who?
- When?
- Retire old equipment
- Sell
- Donate
- Why duplicate?
- Paid only for one test so don't do both

AUTOMATED REFRACTING SYSTEMS

CONSIDERATIONS:
- Know why you want to integrate this system
- Space
- Staffing needs
  - Entry level: invest in more experienced staff
- Workflow
  - Blend manual refractions
- Staff turnover
  - Trickle down effect
SLIT LAMP CAMERA
- Immediate image
- No need to move patient
- HIPAA compliant
- Uploads to EMR

HANDHELD DEVICES
- Auto refractor
- Tonometers
- iCare™
- Tonopen
- Topographer
- Portable Slit Lamp
- Retinal Camera
- Not for all patients
- Wheelchair bound
- On location
- Non surgical
- Red eye in work up room

DESKTOP EFFICIENCIES
AUTOMATE TASKS
- Waitlists
- Part of PMS
- Luma Health
- Pooled Messaging
- Frequent workflows
- NP letters
- Surgical Packets

DATA ANALYTICS
- Scheduling bottlenecks and opportunities
- Staff productivity
- Physician productivity
- Time studies
- Predictive analysis

PRIOR AUTHORIZATIONS
- Time consuming process when each non-formulary prescription must be done manually
- Automated process
- ParX solutions
- Annual submission 24 hour turn around
- HIPAA Compliant
- Costs provided by pharma companies
CONSENT FORMS
- Electronic signatures
- Laminated copies of actual consent
- Intravitreal injections: once per medication
- Topaz signature

COMPLIANCE
- Online compliance training includes
  - OSHA
  - HIPAA
  - Fraud and Abuse
  - Security Risk Analysis
  - Customized practice policies
- No need to gather staff together
- Better use of “down time” and leader’s focus
- No files to maintain

STAFF SCHEDULING
ONLINE OPTIONS

Single office Excel spreadsheet to include:
- Duties
- Planned absences
- Late person
- Lunch coverage

Multiple locations Software options:
- Google Drive Spreadsheet
- When to Work
- Shift Planning
- Plan Day
- Zoom Shift

IMMEDIATE CHANGES

- Everyone given “read only” access
- Notifications sent
- Payroll integration
- Analytics

DASHBOARD REPORTING
• Data Integration
  • Revenue Cycle, Practice Management reports, EMR, payroll
  • Customizable
  • Allows for identifying priorities and potential efficiencies

IN SUMMARY
• Efficiencies can be implemented in all areas of the practice
• Know the current workflow processes
  • Avoid duplication of effort
  • Have a plan; tackle one thing at a time
  • Lowest hanging fruit first
• TRUST

THANK YOU
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