

Dr. Jerome Potozkin Increases Office Efficiency with Modernizing Medicine's Dermatology-Specific Solutions



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Jerome Potozkin, MD

Key Benefits:

- Increased productivity and efficiency
- Almost 19,000 patient visits documented in a year
- Accurate coding and detailed patient notes
- Cloud-based access improves patient care
- Reduced transcription fees by \$6,000 per year

In 2010, Dr. Jerome Potozkin, a dermatology, MOHS and cosmetic surgery physician based in Danville, Calif., started a search for the right electronic medical records (EMR) system. "I was moving my team from two small offices into one larger office and thought it was a good time to move to an EMR system," said Dr. Potozkin.

Dr. Potozkin explored his options, which included EMR systems from large and small vendors. "I came across what I thought was a pretty good system," he said. "They were a small vendor, and I made a deal with them where I would help build out the dermatology templates for all of their customers. It seemed like a good idea until I realized what a big undertaking this would be. I was moving offices, trying to get all of my patients into the EMR system and building out their templates. I just couldn't do it all."

"Different From Any Other EMR System"

A little overwhelmed, Dr. Potozkin spoke with a friend, who recommended he consider EMA Dermatology. "My friend told me all about Modernizing Medicine's Electronic Medical Assistant® (EMA™), and I was intrigued. I watched a demo and was completely blown away. This was an EMR system that didn't run on templates and macros, and would actually adapt to how I practiced. It just worked so differently than any other system I had touched. That day, I called up my EMR provider, cancelled my contract and switched to EMA Dermatology."

"Truthfully, like most physicians, I was dreading the switch. I had heard horror stories from peers about huge lulls in productivity and big learning curves, and I wanted to avoid it," shares Dr. Potozkin.

In the fall of 2011, Modernizing Medicine set up virtual training for Dr. Potozkin and his team. "We began the implementation and online training," noted Dr. Potozkin. "It was very helpful, but we wanted more. We arranged for an onsite training at our practice, and it was extremely valuable to us. We were completely up-and-running on EMA Dermatology within three days of the

training. We've documented 100 percent of our patient encounters on EMA Dermatology ever since."

Thousands of Patient Visits Documented

Today, Dr. Potozkin and his team use EMA Dermatology primarily via the native iPad application. They documented almost 19,000 patient visits in a year and haven't missed a beat in productivity. "Every physician fears that their level of productivity will decrease when implementing an EMR system. That wasn't the case with EMA Dermatology. Right out of the gate, our productivity held fast."

Dr. Potozkin also feels that the patient notes are more complete, detailed and readable, and that his team is coding more accurately. He also loves the fact that EMA Dermatology is cloud-based. "On the weekend, when I get an urgent call from my answering service, I can log into that patient's record from wherever I am. I'm not tied to my office computer, or to any computer for that matter. I take my iPad with me and I'm good to go." Since switching to EMA Dermatology, Dr. Potozkin's practice has also reduced transcription fees by \$6,000 per year.

Dr. Potozkin advises other physicians looking at EMR systems to not base their decision completely on upfront costs. "Physicians like to research and do thorough investigations before they make a purchase," he said. "It's really easy to look at the upfront cost of an EMR system and make a decision based on that figure. You can spend less money up front, but in the long run, it can cost you way more. Many EMR systems will take physicians more time to do notes and will slow them down with their patient visits. At the end of the day, we get paid based on the number of patients we see, so if efficiency is down, so is our billing. Who wants that?"

Integrated Dermatology-Specific Solution

By choosing EMA Dermatology, Dr. Potozkin has access to multiple dermatology-specific solutions that can increase billing efficiency and streamline workflow. By utilizing the revenue cycle management (RCM) and inventory management solutions that Modernizing Medicine Billing Services, LLC offers, Dr. Potozkin and his staff are able to focus on patient care rather than manage their billing and inventory. The combined use of available technology has improved practice operations.

Dr. Potozkin explains, "Modernizing Medicine Billing Services products work very well for our office. We use the inventory management system to track our cosmetic product sales and this really simplifies that business process for us. It is easy to use whether it is inputting products, selling products or managing inventory. This solution does what it should do and does it well, allowing my staff to focus on the patients and not the office operations."

"My practice also utilizes Modernizing Medicine Billing Services RCM solution. We find that outsourcing our billing allows us more time to spend with our patients and it frees up the phone lines because the majority of the billing questions are handled by them. We send our patient encounters and they take it from there. We don't have to worry about the billing process, and I'm always confident our reimbursements are accurate and on time. I'm quite happy with our days of claims outstanding (DCO)," Dr. Potozkin said. "Billing in house also takes up physical space that we would much rather use for exam rooms so that we can increase the number of patients we see."

Note: Dr. Jerome Potozkin is an investor with Modernizing Medicine, Inc.