

5 Ways to Leverage Data-driven Patient Care

Physicians, like all business leaders, are looking for ways to retain customers and drive new business in competitive markets. There are some solid reasons to build a data-driven practice for improved patient care. The following are five justifications that make good business sense.

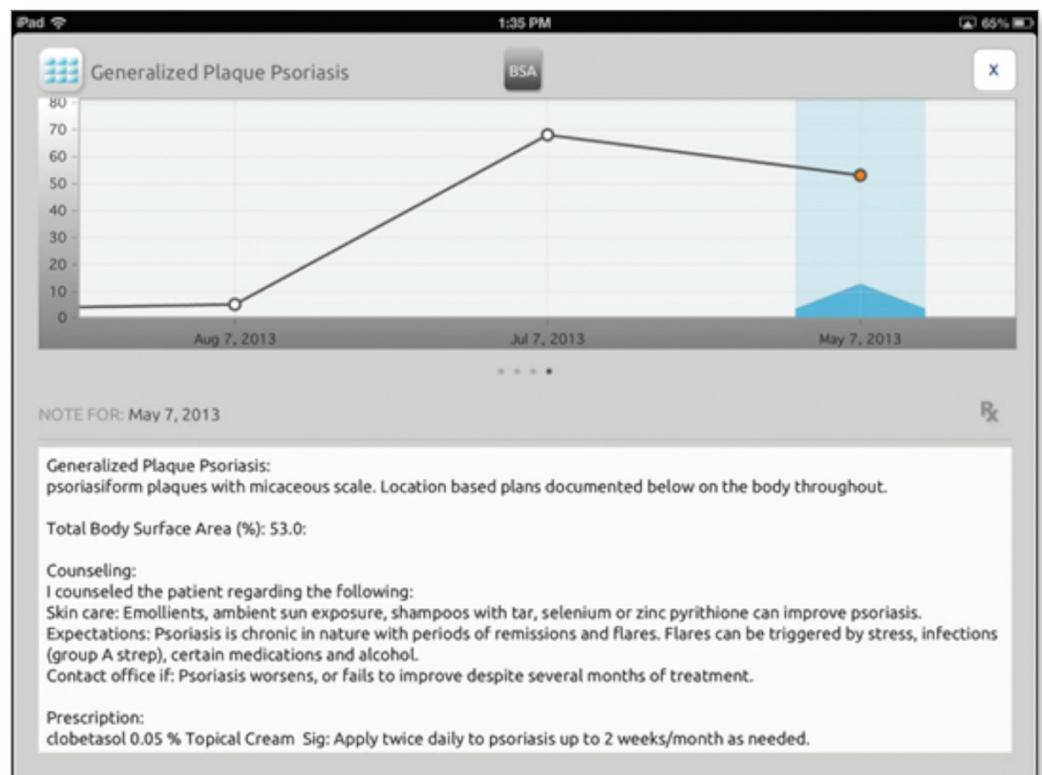


1 Faster, Data-driven Personal Care

Are you ever impressed when someone unexpectedly remembers your name? It simply makes you feel good—like you are special and important. Patients like to know you remember them, and their history too. Their healthcare is personal, so is their relationship with you. With today's technology, you can instantly have a complete snapshot of your patient's history and treatment outcomes. Better yet, however, what if instead of notes, you had an easy-to-view graphical representation of treatments and outcomes over time? That's the benefit of structured data. That's impressive, detailed and personal care in seconds.

Pull all relevant information into one graphical view

Quickly assess your patient's current and historical diagnosis status, enabling data driven decision-making. Forget about flipping through a chart to look at patient information across multiple visits. Pull all relevant information from the entire chart into a single, consumable view.



Shuffling through paper charts or fumbling with inefficient older model electronic medical record (EMR) systems to get a detailed account of your patient adds time, distraction and distance to patient care. Those medical record-keeping methods cause you to turn away from your patient.

With everything you need to know right in front of you on an iPad using an application with intuitive touch and swipe data capturing, you can remove the inefficiencies of handwriting and the awkwardness of turning away to type while facing your patient head on for direct care. Patients are like any other consumer; they can be a repeat customer or go elsewhere. Ask any customer what increases their likelihood of returning to any service provider. It's likely that most would place personal, special care at the top of their list.

Making your patient feel known and valued are without question important in the total patient experience, but a major differentiator occurs when data is structured to direct better diagnostic tests and treatments.

2

Data-driven Decisions & Outcomes

Medical records and data are critical in patient care, but just recording information on paper charts, or template-based EMR systems is just data. You can tediously search through those outdated collection systems to analyze information to guide your medical decision-making, or you can help improve your diagnostic and treatment power with data that is organized in a meaningful way. That's turning the analytical capabilities of big data into medical wisdom. That's the epitome of true data-driven healthcare.

Imagine the added convenience of accessing real-world patient outcomes with the simple touch of a button, for instance, giving you a visual timeline of a patient's diseases and treatments over time. You could easily determine if a patient's conditions are getting better or worse.

At no time has it been more important to have all the information you can at your fingertips to determine best treatments and to improve outcomes. Payers are looking into physician reimbursement models that reward health care quality over quantity in an attempt to control rising costs. Your practice's livelihood could depend on documenting quality over quantity in order to meet the requirements of pay-for-performance. With a system that uses validated objective outcome measurements, physicians can incorporate performance outcomes in each note longitudinally, using the medical record to support reimbursement for surgical and medical interventions that improve quality. In the near future, the right medical records and data tracking system could mean the difference in enhancements or reductions of payments.

Template-based EMR systems that merely clone medical records could be especially at risk for causing decreased reimbursements. When medical notes appear the same time after time, it could be a red flag that physicians are not performing unique outcome assessments.



Visualize patient data longitudinally

Track how a patient's disease or condition has changed over time. Visualize your patient's data longitudinally with at-a-glance views of trends, treatments and outcomes.

3

Expand Your Data Network

More knowledge equals more power. When you are instantly connected to the resulting wisdom from millions of de-identified patient encounters beyond your own practice, you gain access to data for disease-specific treatments, all in clinical context that you might otherwise miss. Taking it one step further using a lightweight device, such as an iPad, gives you all of this right in the palm of your hand.

Searching across larger patient populations via a broader network of data provides knowledge that can empower better patient care. If you can utilize not only your patients' data but also the aggregated data from millions of other patient encounters, you can discover the top treatments for almost any given disease, not just in your own practice, but across hundreds of practices. That level of data access and analysis is useful for treating rare diseases that you don't see often, and for common diseases when your primary and secondary treatments have failed, not simply for total populations, but for those matched with inclusion and exclusion criteria.

Envision technology that at the touch of a screen:

- Gives you the specific, static global assessment scales for each disease
- Helps you understand 3rd, 4th and 5th lines of treatments
- Shows you how you have treated your patient, what your practice has done for a patient cohort group and how other physicians have treated similar patients

Your knowledge base will grow beyond your specific treatments and outcomes to include data across millions of encounters. You can't get that with paper records or older model EMR systems. Patient confidence in your care may increase knowing you are using the latest in technology with access to more medical information than is possible within the walls of your own practice.



4

Better Patient Care Everywhere with Data Anywhere

When your data travels with you, you can confidently make fact-based decisions wherever you are, providing better patient care 24/7 in the office, at home or on the road. Instantly accessible, safe and secure data can translate into greater accuracy in patient treatments no matter where you are in the world.

“ I like the flexibility that the cloud-based system gives me. If I’m away at a conference or a meeting, I can log into the system on a break and refill a few prescriptions or process reports on the spot. I also used to bring home a lot of paperwork at night, but now I never do. I can check a patient’s chart from my iPad at home. It’s been a huge timesaver. ”

– Dr. Robert Davis,
Dermatology Associates
of Napa Valley

Cloud-based EMR systems are the leading-edge, tech-savvy solutions that innovative physicians are choosing to help deliver better data-driven decisions while eliminating challenges and costs of on-site systems and software, such as:

- Additional IT support needed to support hardware
- Limited storage on standard hardware
- Physical security concerns with data on premises (natural disaster, access/theft)
- Difficulty managing multiple practice locations and multiple databases that may require additional servers and hardware
- Limited mobility as data is stored on premise (not on device)
- Interruptions due to software upgrades
- Billing & coding errors due to having to maintain multiple versions

In the cloud, your data is conveniently available anywhere there is an Internet connection—or anywhere your mobile device has cellular connectivity.



5 The Long-term Value of Data-driven Patient Care

The data revolution started long before now, but it's only beginning to substantially impact the day-to-day administration of healthcare. Better data in easier-to-access-and-analyze formats gives you the best at-a-glance detailed picture for tracking the diseases of a patient, making it easier to determine the best treatment options and identify a patient's health risks over time.

You want to grow your practice like any business. Better patient care means more satisfied customers who will trust you and remain with you for their long-term healthcare. Your patients want trusted partners in health care. Today, they are likely to choose innovative physicians with the best technology and access to the most medical data and knowledge.

And, your patients are the best advertisement for your business. Happy patients, like happy customers everywhere, spread the word—so that everyone unexpectedly knows your name.



Modernizing Medicine® is transforming how healthcare information is created, consumed and utilized in order to increase efficiency and improve outcomes. Our product, Electronic Medical Assistant® (EMA™), is a cloud-based, specialty-specific electronic medical record (EMR) system with a massive library of built-in medical content, designed to save physicians time. Available as a native iPad application or from any web-enabled Mac or PC, EMA adapts to each provider's unique style of practice and is designed to interface with hundreds of different practice management systems. Today, Modernizing Medicine provides specialty-specific offerings for the dermatology, ophthalmology, orthopedics, otolaryngology, plastic and cosmetic surgery markets, and to more than 1,300 physician practices across the country. In 2013 Modernizing Medicine was listed on Forbes' annual ranking of America's Most Promising Companies.

