

Anne Arundel Dermatology Physicians Attested for Meaningful Use with EMA™



“The feedback I receive from our clinicians is that EMA provides an excellent framework that facilitates the dermatologists’ clinical flow and thinking. EMA has increased productivity greatly across all of our clinics and has enabled us to work together as a more cohesive team.”

*Ed Ponatoski, Chief Executive Officer
Anne Arundel Dermatology*

Key Benefits and Improvements:

- Reduced paperwork – not chasing/faxing records
- Ability to access clinical records across 9 sites to include Mohs and Pathology departments, as well as from any secure website
- Providers leave the office earlier – in some cases as much as 1 to 1.5 hours earlier
- Clarity and consistency of clinical note – one click to send a letter to referring physicians
- Ease of accessing medical history, medications, allergies, and alerts

After failed implementation attempts with another EMR system that resulted in lost time, sunk costs and an ensuing exhaustive search, Anne Arundel Dermatology found their solution in Modernizing Medicine’s EMA Dermatology™. Since implementation, the majority of their physicians leave earlier - often hours earlier!

Practice Chooses EMA

Anne Arundel Dermatology was founded as a single physician practice and over the past 30 years has grown into one of the largest and most well-established dermatology practices in the Annapolis, Prince Frederick and Glen Burnie, Maryland areas. The practice includes nine clinical sites, fifteen board certified physicians, six

physician assistants, two certified nurse practitioners, a full service cosmetic laser and skin care studio, and dedicated in-house Mohs surgery and pathology laboratory services.

Anne Arundel Dermatology attempted to implement another EMR system but was not able to achieve the efficiencies necessary to provide meaningful improvement. Most EMRs are template based and work well if only one issue is being addressed at a time. “In dermatology, what we see are patients who may present with multiple clinical issues upon examination and dermatology does not link well to template based approaches. As we assessed a number of other template based applications I became convinced that our providers would never achieve the same level of productivity that they were achieving with paper records,” Ponatoski stated.

Frustrated, Ed began his search again knowing that he wanted to stay away from template based EMR systems. “Dermatology is a complicated field and at this practice we see many different types and levels of skin issues. We really needed an EMR system that would link into how our providers worked. Templates wouldn’t allow for that.”

Beauty and Brains: That's EMA!

In October 2011, Ed found Modernizing Medicine's EMA Dermatology. "I was really impressed with how intuitive EMA is, how the interactions easily flowed and the aesthetics of the application. I liked that it was available via the iPad because that improved physician and patient interactions. We were also really impressed with Modernizing Medicine's innovative culture, and it didn't hurt that over 500 dermatologists were already using EMA."

In January 2012, Anne Arundel Dermatology began the implementation process, and today the practice uses EMA on laptops and PCs and conducts patient interactions via the iPad. "We also use EMA's VisualDx™ feature to show our patients images and descriptions of skin diseases – I believe they appreciate that we have created a high-tech environment."

Most of the practice's physicians have successfully attested to Meaningful Use with EMA, and all of the physicians are extremely satisfied with the application. "I used to leave the office around 7:00pm. I now

leave around 5:30pm everyday," said clinical and cosmetic dermatologist, Dr. Sammy Kang. "Amazingly I'm seeing more patients too. EMA has made life at the practice easier."

"I think overall I'm most impressed that the Modernizing Medicine team is very responsive to feedback," says Ed. "We have seen consistent and continuous improvement in the EMA application based on issues and recommendations from our staff. Early on, we had a major glitch with EMA in that we could not look up patients based on date of birth. Given that we have between 30-40,000 patient names in our database, there was no way to ensure validity of patient lookup without this feature. Once the issue was presented to EMA's management, the Modernizing Medicine team very quickly made it happen for us – a major bonus of having a responsive partner, and, of course, a cloud-based EMR. Truly, we are very happy with EMA and the Modernizing Medicine team and look forward to a long term and productive partnership as we navigate through the complexity of our current and future health system."

