

Dr. Dana Goldberg Saves Time and Doubles Revenues with EMA™



"It's not about whether you do 100 facelifts a year... a better patient experience is what matters today. EMA Plastic Surgery enables us to be state-of-the-art with technology and provide the highest quality patient experience. It has definitely done wonders for my practice."

Dana Goldberg, MD

Key Benefits and Improvements:

- Increased insurance reimbursements by nearly 200 percent
- Faster documentation saves time
- Improved patient experience

Dr. Dana Goldberg, a plastic and reconstructive surgeon based in Jupiter, Florida, experienced explosive growth in her practice. Through strategic marketing and a focus on great patient care, Dr. Goldberg increased her patient load by about 2,000 percent. She and her team knew that they needed to find a way to more efficiently document their patient visits and increase their insurance reimbursements, and began a search for a new EMR system.

"In the first practice I worked in, we used paper charts and had staff who did dictation for medical records," said Dr. Goldberg. "Everything was transcribed. It worked because we weren't super busy. My second office was another story. We adopted an EMR system that was good in concept; it was template driven but as I started to get really busy, I just didn't have time to sit there with the system every day to design forms."

When Dr. Goldberg decided to branch off and start her

own practice, she knew that an efficient EMR system that was easy to use was imperative. Fortunately, a colleague recommended EMA Plastic Surgery™ to her.

Making More Money and Saving Time

Right away, EMA Plastic Surgery has greatly improved Dr. Goldberg's bottom line. "After using EMA for a little while, I realized that I had been severely under-billing," she said. "EMA has the billing codes built in and prompts you to click through a series of questions, helping to code more accurately and completely. As a result, my insurance reimbursements have increased by nearly 200 percent."

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In addition to making more money, Dr. Goldberg noticed that EMA Plastic Surgery didn't slow her down. "Many EMR systems tend to slow physicians down, due to their inefficient documentation and template processes," she

said. “EMA is one of the only EMR systems I’ve seen that doesn’t do that. It’s touch based, very intuitive and simple to use. No more dictating or typing. With its built in medical knowledge, a patient’s note is generated for me by EMA as soon as the visit is over. It all comes down to time – with EMA, I spend less time on charting and more time on consultation, and can see more patients. Or, I can choose to spend the extra time with my family and friends.”

A More Efficient System

“The efficiency with EMA is great,” she said. “The ability to be in the room, face my patient during the entire exam, and get the majority of the notes done right there cuts down on the need to transcribe, and there’s very little I have to type.” The ability to have her medical assistant [MA] document in real-time is also very important to Dr. Goldberg. “One of my office assistants has already learned to do notes quickly on EMA. I’m also hiring a new MA soon that will shadow me, and I expect that she’ll soon be handling the documentation herself on the iPad as I interact with my patients.”

An additional advantage of using EMA Plastic Surgery is that it allows Dr. Goldberg to more easily be compliant with the Meaningful Use requirements, which she plans

on attesting for in the coming months. “EMA makes it a lot easier to stay compliant without jumping through hoops,” said Dr. Goldberg. “New laws require doctors to hand patients a summary of their visit along with specific materials for recovery, so it’s extra helpful that EMA has a patient portal for doctors to get materials and patient education forms to print out.”

An Improved Patient Experience

Today, Dr. Goldberg primarily uses EMA Plastic Surgery on the iPad when she’s seeing a patient. She likes the ability to take photos with it and have them immediately uploaded to a patient’s record. It also enables her to interact more directly with her patients and to provide a more personalized experience. Additionally, accessibility to patient records via the cloud when she’s away from the office has enabled her to be more responsive.

“These days, prospective patients don’t look at CVs anymore,” she said. “They go online and read review sites. It’s not about whether you do 100 facelifts a year; it’s about the service. A better patient experience is what matters today. EMA Plastic Surgery enables us to be state-of-the-art with technology and provide the highest quality patient experience. It has definitely done wonders for my practice.”

