

# Dr. Jerome Potozkin Switches to EMA™



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*Jerome Potozkin, MD*

## Key Benefits:

- High productivity and efficiency
- Over 14,275 patient visits documented
- More 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, California, started a search for the right EMR. "I was moving my team from two small offices into one larger office and thought it was a good time to move to an electronic medical record system," said Dr. Potozkin. "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."

Dr. Potozkin explored his options, which included EMRs from large and small vendors. "I came across what I thought was a pretty good EMR 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"

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

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 within three days of the training. We've documented 100 percent of our patient encounters on EMA ever since."

## Thousands of patient visits documented

Today, Dr. Potozkin and his team use EMA primarily

via the iPad. They have documented over 14,275 patient visits so far and haven't missed a beat in their productivity. "Every physician fears that their level of productivity will decrease when implementing an EMR. That wasn't the case with EMA. 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 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, Dr. Potozkin's practice has

also reduced transcription fees by \$6,000 per year.

Dr. Potozkin advises other physicians looking at EMRs 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 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 EMRs 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? In fact, I believe in the product so much, I've also become an investor in the company."