

Dr. Martha Robinson Saves Time and Increases Coding Accuracy with EMA™



“With EMA, my documentation is faster and more thorough than before, and my coding is more accurate. The system suggests billing codes based on my notes, and I feel more justified in my coding. I’m finally charging what my nurse says that I’m worth. I also feel more confident if an audit should come through. It’s really reassuring.”

Martha Robinson, MD

Key Benefits:

- Easily attested for Meaningful Use
- Better documentation increases coding accuracy
- Faster workflow saves time
- ePrescribe feature a patient convenience
- Cloud-based system eliminates backup costs

In late 2011, Dr. Martha Robinson decided it was time to implement an electronic medical record (EMR) system in her solo dermatology practice. “I’m a conservative person. I dragged my feet about getting an EMR system, but I couldn’t drag them any longer,” said Dr. Robinson. “I knew that I was going to have to move to an EMR, so I finally took the plunge.”

Dr. Robinson relied on the recommendation of a colleague who had tried several different EMR systems. “My colleague highly recommended EMA Dermatology™, and I liked what I saw,” she said. “I liked that EMA was designed specifically for dermatology, and it seemed very intuitive and easy-to-use.”

A Simple, Reassuring Implementation Process

Dr. Robinson implemented EMA in February 2012 and found the implementation to be a simple process. “At first I was nervous about the implementation, but

everything worked out very well,” said Dr. Robinson. “I didn’t have to do anything special, didn’t have to build any templates or spend time gearing the system towards my practice. The Modernizing Medicine staff was also really helpful during the implementation, which was really important for someone who’s nervous with new technology like me. They showed me the simple steps to take, which was really reassuring.”

Easily Attested for Meaningful Use

“I successfully attested for Meaningful Use last year,” noted Dr. Robinson. “Thanks to EMA, I found it to be a very easy process. We could see in the system whether or not we were on track and make adjustments when necessary. I have a very small office staff and my time is limited, so I wouldn’t even have attempted to attest for Meaningful Use without EMA.”

“Finally Charging What I’m Worth”

“With EMA, my documentation is faster and more thorough than before,” observed Dr. Robinson. “When I was writing by hand, I was slower and didn’t capture as much information. I also don’t have very good handwriting, and it’s gotten worse over the years, so my notes are more readable now.”

“Because I’m documenting more thoroughly, my coding is more accurate,” she continued. “The system suggests billing codes based on my notes, and I feel more justified in my coding. I’m finally charging what my nurse says that I’m worth. I also feel more confident if an audit should come through. It’s really reassuring.”

A Faster Office Workflow

“The style of my office workflow hasn’t changed since moving to EMA, but I move faster now,” noted Dr. Robinson. “My front office staff fills out the patient demographics in the system and my nurse enters the chief complaint. My nurse then leaves the exam room and I see the patient and document my notes in EMA.”

“I work part-time and see 15-20 patients before I leave the office at 2:30 p.m.,” said Dr. Robinson. “More than half of my patients are elderly, so there’s often many things to be done during the exam. EMA helps me move more quickly. The system is very adaptable; it learns my preferences, so I don’t have to recreate the wheel every time. I will fiddle around and make comments specific to each patient, but the system remembers what I do. I usually finalize my notes when I walk out of the room or shortly afterwards.”

ePrescribe Feature Adds Convenience

“My patients and I also love EMA’s ePrescribe feature,” said Dr. Robinson. “I work in an older community and my patients are mostly on Medicare. They’re used to getting a piece of paper with a prescription. When I hit the ‘ePrescribe’ button in EMA and tell them that their prescription is already at the pharmacy, they’re amazed. It’s a great convenience for them.”

Less Cost and Worry with the Cloud

“I like that with a cloud-based system I don’t have to pay for backup every month, like I do for my Practice Management system,” noted Dr. Robinson. “It eliminates that cost and worry. I can also access the system from anywhere, which is a great convenience.”

Lessons Learned

“My advice to other dermatologists would be to not spend a lot of time looking at other systems,” said Dr. Robinson. “EMA is the best one out there. I would advise my colleagues to overcome their fears, sign up and get it done. The change may seem a little intimidating at first, but it just gets easier. I would highly recommend EMA to any dermatologist considering an EMR system.”



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