

Gwinnett Dermatology Improves Efficiency and Attains Meaningful Use with EMA™



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Jonathan Weiss, MD

Key Benefits:

- Full productivity in two to three weeks
- Unaltered cash flow after implementation
- Saved one to five minutes per patient
- Attained Meaningful Use in three months
- Improved patient care
- Cloud-based system delivers flexibility

Dr. Jonathan Weiss and his colleagues at Gwinnett Dermatology weren’t going to settle for just any Electronic Medical Records (EMR) system. This seven-provider, 55-employee practice with three locations in Georgia knew that selecting the right EMR system was essential.

“My practice had a very hard time deciding on an EMR system,” said Dr. Weiss. “We evaluated numerous general and dermatology-specific EMRs over a three-year period. We had several priorities and concerns that we needed to address.”

After this comprehensive review, in the summer of 2012, Dr. Weiss and his colleagues selected EMA Dermatology™ and found it to be well worth the wait.

Full Productivity in Two to Three Weeks

“A concern we had about implementing an EMR

system was the amount of down time we would experience from our normal practice pattern,” said Dr. Weiss. “But with EMA, there was minimal down time. We went from paper charts to full productivity on EMA in just two to three weeks. That’s pretty remarkable. We had heard stories of other providers who lost productivity for two to three months after implementing other EMRs. Modernizing Medicine offered great implementation advice and counseling. We took advantage of the online training, and also brought onsite trainers into the office, who were an exceptional resource.”

Cash Flow Unaltered

“When we considered moving to an EMR system, we also wondered how it would affect our billings and collections,” noted Dr. Weiss. “We had heard stories of other practices whose billings and collections suffered because they couldn’t finalize their notes at the end of each day. They found their EMR systems to be too confusing or time-consuming. With EMA, we could finalize our notes at the end of each day, even from the first day forward. The system also interfaced very well with our practice management system. Our billings and collections weren’t impacted at all, which was absolutely essential when a practice is supporting 55 employees. To have the cash flow unaltered while we

implemented EMA was absolutely fantastic.”

Saving Time and Improving Efficiency

“Personally, EMA has helped me to save time and increase my efficiency,” observed Dr. Weiss. “Before implementing EMA, I would dictate my notes immediately after seeing each patient, which added an extra minute – or maybe even three to five minutes – to the process, depending on the complexity of the patient’s problems.” But now, I have an MA in the room with me scribing the notes. I dictate the problems I’m addressing, the MA documents what I’m doing, and I can focus on my patient even more. I also can go from room to room more quickly and efficiently because I know the documentation is complete.”

“In addition, the notes are extremely readable with EMA,” he continued. “And I find its new features, EMA Outcomes™ and Grand Rounds™, to be wonderful enhancements. I love that EMA Outcomes enables me to see a patient’s progress over time without my having to click back through old notes. And Grand Rounds gives me the ability to look at different treatments I’ve prescribed for a diagnosis, what my partners have prescribed and what all EMA users have prescribed. These features help me to improve my patient care. I value that the system is constantly evolving in ways to help make me more efficient and effective.”

Quickly Achieving Meaningful Use

“One of the driving factors in our selection of the right EMR system for our practice was whether the system was designed to facilitate attainment of Meaningful Use,” said Dr. Weiss. “Because EMA came complete

with in-depth medical and dermatology knowledge, we weren’t required to create our own templates as with other systems. As a result, we were able to implement EMA in late September and begin doing our documentation for Meaningful Use very quickly. All five of our physicians successfully achieved Meaningful Use in three months. I have colleagues in other practices who bought other EMR systems earlier than we did, and they still weren’t live in time to attest for Meaningful Use. EMA’s ease of use and our Practice Manager’s appropriate documentation made the attainment of Meaningful Use a welcome reality.”

Secure in the Cloud

“The cloud-based system has also proven to be a big positive for us,” noted Dr. Weiss. “We feel secure about our data being in the cloud, and the cloud was a clear choice for our practice, based on its cost-efficiency and flexibility.”

A Positive, Bonding Experience

“I honestly think that implementing EMA was a bonding experience for our entire practice,” concluded Dr. Weiss. “We’re a multigenerational practice, with dermatologists ranging in age from 35 to 70 years old, including two baby boomers, two Gen Xers and a millennial. We all learned the system and did the training together. Some of us went to EMA Workshop and became super users and a resource for the group. The experience of implementing EMA actually became a positive for the practice when we thought an EMR system was going to be a negative stressor. It was an experience that made us feel great about having made the right choice.”

