

# Dr. Bert Brown Saves Time and Increases Efficiency with the Easy to Use EHR System, EMA™ for Otolaryngology



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*Bert Brown, MD*

## **Key Benefits:**

- Otolaryngology-specific electronic health records (EHR) system
- Automatic ICD-10 coding
- Ease of use saves time
- Cloud-based technology facilitates access to patient data

## **Background**

Dr. Bert Brown of Cleveland Ear Nose and Throat, Inc. in Mayfield Heights, Ohio, has had his fair share of experiences with EHR systems. After years of frustration and when the contract with his then-current system had ended, he decided it was time to make a change. He wanted a system that thought like he did and had the most up-to-date technology.

“I heard about Modernizing Medicine’s EHR System, EMA through a colleague who was using it in his ophthalmology practice. When I learned that EMA also specialized in otolaryngology, I immediately scheduled a demonstration,” Dr. Brown said. “Because I had experience with a few systems in the past, I knew exactly what I was looking for and I made my decision to purchase EMA for my practice

very quickly. It had all the latest parameters I was looking for in an EHR system. I then did the online training offered by Modernizing Medicine and was up and running in a few days. It was very easy to learn and use.”

## **ENT-Specific**

EMA was developed specifically for ENT physicians. The advanced software eliminates the need for templates and automatically remembers the way Dr. Brown practices, which makes it so unique.

“EMA works the closest I have seen to my process of practicing medicine. The ease of use makes my note taking very thorough, complete and fast. EMA anticipates my next move and remembers my common diagnoses. It’s so intuitive because practicing ENT physicians developed it. My previous system was not designed to follow a real doctor’s workflow. EMA is more practical and works the way doctors are used to thinking,” Dr. Brown explained.

## **Automated Coding**

With the transition to ICD-10 in 2015, Dr. Brown did not want to have to worry about a major disruption to his

practice. EMA has the ICD-10 codes already built into the system so the transition was seamless, which was exactly what he wanted.

“I wasn’t worried in the least about the conversion and that’s exactly why I chose EMA. The ICD-10 coding is automatically generated to ensure that we get paid without disruption or interference with treating patients.”

### **Ease of Use Increases Efficiency**

EMA’s touch-and-tap technology allows Dr. Brown to spend less time documenting and more time with his patients.

“Since implementing EMA, the speed of seeing my patients has increased. I document more quickly and more efficiently because it’s easier to use than my previous EHR system or

paper. With EMA, I’m able to see an extra patient an hour and save about ten to fifteen minutes each hour. I’m able to focus on my patient and then it only takes few minutes after I leave the exam room to finish my note,” he said.

“Another aspect of EMA that improves efficiency is that it’s cloud-based. I’m confident in the system’s security and I can look up patient information from virtually anywhere if needed while I’m out of the office. I’m very happy that I made the switch to EMA.”