



# HOW TO SPOT THE REAL DEAL

We've taken some of the lingo you've found at your neighborhood EHR and Practice Management (PM) vendors and added some considerations to help you separate the real deal from just another problem.

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# 1. WE ARE UROLOGY SPECIFIC.

**Got it. But what that means  
is always changing.**

The vendor may have some built-in content and workflows, but may not have the size or the infrastructure to keep them updated. Medical codes, industry regulations and treatment methods constantly change. You want a solution that has the urology-specific content you need AND a vendor that can keep up. And with software that's truly cloud-based, updates happen automatically.

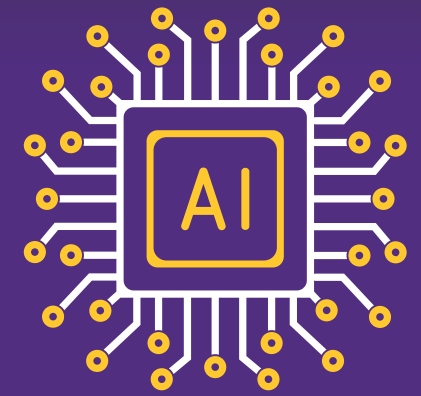


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## 2. WE'LL HELP YOU DOCUMENT FASTER & ENHANCE YOUR WORKFLOW.

### Ok, but do you adapt to how I practice?

Templates aren't perfect and often need to be updated. Instead, consider a solution with built-in urology content that uses adaptive learning (AI) to prioritize the diagnoses and treatment plans you use most. One that also allows you to save the content you use most for later use, and gives you options like dictation or a touch-based interface to help you—dare we say it—be more efficient with your time.



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### 3. WE HAVE EVERYTHING YOU NEED.

#### Ok, but what do you mean by **EVERYTHING**?

With a more comprehensive software system as your foundation, you'll have fewer vendors and logins to worry about. That foundation would ideally begin with an EHR, a practice management system, analytics, telehealth, payment processing and a modern patient engagement suite. And your vendor would have experience getting those vital connections you need to labs, imaging equipment, radiology and more.



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# 4. WE PROVIDE INSIGHTS THAT TRANSFORM CARE DELIVERY.

**Sure. But do they help  
me make decisions?**

Imagine leveraging analytics to run a report on a specific group of urology patients who were lost to follow-up, or identify clinical trial candidates at the point of care. Then consider how much it would help to have real time clinical decision support while you document. When your data lives in multiple silos, it's harder to connect the dots. Instead, look for a single solution that brings it together to help you identify trends and potential cost savings.



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# 5. WE ENHANCE THE PATIENT EXPERIENCE.

## The patient experience of the 90s or today?

Today's patients are shopping around for the best price, logging into modern portals and mobile apps to track their medical history, and receiving personalized reminders for upcoming procedures and appointments. They value transparency, personalization and simplicity. People have a choice when it comes to choosing a urology specialist. Is your current EHR and PM solution delivering an experience that patients increasingly demand?





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