Paperless Practice: So much more than electronic records

Find out the full potential of “Paperless Practice”

Thursday 23rd July
We all know that Paperless Practice means getting rid of paper records, streamlining the patient journey and eliminating filing.

This Webinar will outline many other beneficial advantages of going paperless and explain how this can help your practice.

Why go Paperless? The benefits can be seen in 3 key areas.
Introduction

- **Administrative**
  - Make staff accountable for their individual actions
  - Monitor staff member performance
  - Control stock
  - Control the financial aspects of the practice
  - Speed up the processing of patients
  - Reduce human error

- **Clinical**
  - Improve the continuity of clinical care
  - Get more value out of your expensive clinical equipment
  - Improve the patient experience

- **Business**
  - Run targeted marketing campaigns based on detailed patient data analysis
  - Identify the best grossing products
  - Identify trends e.g. seasonal, purchase
  - Start the sales process in the examination room
  - Analyse your recall conversion rates

- Let's look at this using the patient journey, beginning with the Diary
Diary

- The paperless practice begins with a patient appointment. All information is gathered at this stage.

- This patient data is essential to knowing your customers' behaviour and improving your service.

SMS reminds the patient of their appointment.
Reception

- Pre-test: All the data is added to their paperless record
- Sight-test: Every symptom, diagnosis, result, advice and recommendation is added to the record in a uniform manner
- The patient sees this process as being very professional: Your staff automatically know everything about their record

Pre Test
Professional fees
NHS forms printed
Sight Test
Dispense

- Tracking of any order can be done from all computers on the network
- NHS benefits can be tracked and automated electronic payment via eGOS is now enhancing this feature further.
- The Electronic Patient Record provides continuity of care, as all info is readily available during all subsequent visits
The business reports are essential to the running of a profitable practice and are available on a real time basis.

- Hundreds of report types are available in Acuitas, from financial performance to patient statistics

- Patient reports:
  - Demographics of your customers
  - Recall conversion rates

- Sales reports:
  - Who buys what?
  - VAT breakdown reports
  - Chasing outstanding balances

- Stock reports:
  - What’s your best seller?
  - Which are the best grossing products?
Marketing

- Marketing is paramount to any practice
  - When is the last time your patients heard from you?
  - Do you know all of your Rx Sunglass wearers?

- Reminders are the most essential patient communication tool:
  - E-mail
  - Text
  - Posted Letter
  - Phone call

- This can all be done automatically and should take only a few minutes per day!
Data mining for marketing:

- Target discrete groups of patients: by demographics, geography, hobbies or involvement in clubs etc.
- Tailor your marketing to specific customers cheaply and easily.
- For example: Promotions could be run for sports sunglasses and targeted exclusively at patients aged 18 – 25 via text message.
- Any marketing data can be obtained by running a query: this enables the practice to send relevant, targeted marketing material to discrete segments of the overall patient database.
The key to a successful switch to a paperless practice is getting the entire practice staff on board.

All old paper records can be scanned in to your new PMS.

Leverage the automated functions offered by going paperless
- Electronic GOS claiming
- Electronic referrals
- Automated communications (Appointment reminders, referral letters)
- Electronic ordering
- Outsourced postal service
- Automated stock management

Link your PMS to all of your clinical diagnostic equipment

Engage with a PMS provider who can support you through the process
To recap: What areas should be considered?

- To answer this question we have broken Paperless Practice down into three sets of benefits:

**Administrative Benefits**
- Patient records
- NHS form completion
- Patient recalls
- Validated Dispensing
- Lens selection tools
- Ordering
- Cash management

**Clinical Benefits**
- Auditable clinical records
- Searchable pathology
- Equipment integration, so ALL data is stored within the patient’s record
- Automated referral letter creation and management
- Enhances clinical care

**Business Benefits**
- Target market to patients
  - Demographically
  - Seasonal sales trends
- Identify the best grossing products – essentially what sells best!!!
- Analyse the performance of both practice and staff
- Integrate your PMS with areas like
  - NHS electronic GOS claims
  - eDiary – receive online bookings
  - electronic Referrals
  - Automated SMS & outsourced postal service
- Detailed VAT reports – save on account time!!!
- Reduce any file storage costs and free up space in your practice
WEBINAR – PAPERLESS PRACTICE.
SO MUCH MORE THAN ELECTRONIC RECORDS

Please feel free to contact me with any queries arising from this webinar.

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Thank you for taking the time to join us.