

## Case Study

### PROBLEM

Solo internist wanted to avoid:

- Complicated, expensive EHR
- Time-consuming dictation
- Lengthy billing process

### PURCHASE FACTORS

The practice noted:

- Excellent interface
- Fast navigation
- Creative and energetic Aprima support

### RESULTS

- Low staff costs
- Speedy reimbursements
- Minimized office leasing costs

## West Campus Internal Medicine

During her residency at Providence Portland Medical Center in Portland, Oregon, Dr. Jane Dunham used a full-featured but complicated and expensive electronic health record (EHR) system. Next, she worked at a large group practice that had a partly electronic, partly paper-based system. She remembers, "We had to retrieve information from several different places; it was very piecemeal. That EHR was pretty dysfunctional."

### LOOKING FOR AN INTEGRATED SOLUTION

When Dr. Dunham started her own practice, she knew she could do better. Working with a local EHR expert, she compiled a list of criteria and capabilities she needed:

- A single EHR and practice management (PM) system
- An interactive medication database with drug interactions
- A lab interface
- Patient tracking
- Interoffice messaging
- Billing capabilities that would allow her to manage her own practice

### EFFICIENCY IS KEY IN A SMALL PRACTICE

Three systems met the basic criteria. After trying them all, Dr. Dunham selected Aprima. The single-application, single database manages EHR and PM functions. Efficiency is critical to Dr. Dunham. Her practice is small, consisting only of herself and two medical assistants. Aprima enables her office to function without any dedicated administrative staff.

### MORE FLEXIBILITY, BETTER HEALTH MAINTENANCE

"Using Aprima, I can create notes easily without dictation," she says. "The system helps us be as paperless as possible, with its interactive medication database, easy patient tracking, and powerful messaging features that give us easy access to the chart from the message window." Aprima lets her practice the way she wants while building a financially successful business.

*"I love the way you document the History of Present Illness in Aprima. You can change things on the fly: when you ask a question, you can add an answer right there, and then pick it and you're done. In some systems, that would take hours."*

Dr. Jane Dunham, M.D.  
West Campus  
Internal Medicine

Part of the advantage Aprima brings to patient care is unexpected and very human: It enables Dr. Dunham to finish documentation and go home earlier, which means that she is more rested when she sees patients. "Aprima improves patient care because I'm not as fatigued, and I have more information," she explains.

Aprima's health maintenance features provide the doctor with the tools she needs to manage well-patient care as well as chronic diseases such as diabetes. The system allows her to track preventive medicine such as vaccines, tests, imaging, and more.

Dr. Dunham says, "It's nice to look at the screen and say, 'oh, you're due for this.' And if I order the test from the patient's chart, Aprima automatically updates the corresponding health maintenance rule." She appreciates the system's flexibility in viewing rules or results for any patient, or all

### Practice Profile

#### WEST CAMPUS INTERNAL MEDICINE

West Campus Internal Medicine is located in Federal Way, Washington, just outside of Seattle. The practice is run by Jane Dunham, M.D.

Dr. Dunham's mission for her practice is "to provide outstanding medical care to our patients via a proactive, comprehensive, and informative approach to treatment. We partner with patients to improve and maintain their health through our focus on patient education, sensible lifestyle modifications, and the careful selection of medical treatments. While medications play a valuable part in the treatment of disease, we also believe that patient lifestyle choices play a vital role in achieving healthy outcomes."

Dr. Dunham received her medical degree from the University of Washington School of Medicine and is board certified by the American Board of Internal Medicine. She has also received a recognition award from the American Medical Association of Physicians.

Read more about West Campus Internal Medicine at [westcampusim.com](http://westcampusim.com).

#### ANNUAL SAVINGS

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#### APRIMA IS VISION

*Aprima is a single application built on a single database. Most companies deploy separate EHR and PM databases; that adds complexity. Or they let separate EHR/PM applications share a database; that creates conflicts, such as when one application gets an upgrade. Don't be fooled by a common interface that masks two databases. Ask.*

patients, and its integration with the Aprima messaging features. For example, Aprima can send a message to any designated person when a patient is due for a health maintenance service.

In addition, it is simple to run a report listing all patients due under a particular rule, or all patients assigned to that rule whatever their status. "I'm currently using that feature to bring all my diabetic patients up to date," she says. "We generated a list of everyone who needs an A1C test so we can do a bulk mailing."

#### TAILORING DOCUMENTATION TO EACH PATIENT

Dr. Dunham also appreciates Aprima's flexible, template-free design with logical "trees" instead of rigid fields. This approach allows her to tailor documentation to each patient. "Most systems use templates that force you to answer a lot of irrelevant questions and show everything, whether you need it or not," says Dr. Dunham. "Aprima makes it easier to see the information you need. Using it doesn't interrupt the flow of a visit. If the patient says her symptoms started two weeks ago, I just tap "2 weeks ago."

The unique customizability of Aprima even allows her to change drop-down choices during the visit. Dr. Dunham explains, "When you ask a question, you can add an answer right there, and then pick it and you're done. In some systems, that would take hours."

The speed and flexibility of Aprima allow Dr. Dunham to complete 90% of her charting before she leaves the exam room. Back in her office, she takes another minute to add an assessment, perhaps a differential diagnosis. Then the documentation is complete and the visit is ready to be billed.

#### THE BOTTOM LINE

Efficiency and cost-effectiveness are critical to West Campus Internal Medicine, and Aprima has provided both. After its latest upgrade, West Campus took the plunge into electronic billing and remittance. Now Dr. Dunham completes superbills as soon as the patient leaves; sending out bills later takes an assistant only 10-15 minutes a day.

Claims are paid within two weeks, on average. Faster payments not only mean better cash flow, they reduce the number of collection calls the staff must make.

The practice uses its space efficiently. If it had to lease space for charts, Dr. Dunham estimates that she would have to lease an additional 100 square feet, which would equate to \$2,100 per year in additional rent.

Dr. Dunham and her staff are delighted with their choice of Aprima. She says, "Doctors don't need to be scared of going out on their own. With Aprima, you can practice the way you want, set your own rules, spend more time with patients, work less overtime, and incur less overhead. It can be so easy."