

# **Seven Ways Physicians Can Increase Patient Satisfaction and Clinic Profitability Immediately**

By  
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## Overview

Managing a physician practice is a difficult task that requires doctors to be one part business manager, one part medical scientist, one part patient satisfaction specialist and two parts government compliance expert. This hybrid office responsibility puts stress on medical practice management and their staff forces patient care and business profitability to suffer.

Today more than ever, managing physicians must take a proactive approach to their operations to help achieve their original goals of offering the highest medical care to their patients while building personal success and wealth. Based on this paradox, we have identified seven specific areas that impede physicians from professional success that must be managed. **They include:**

### **1) Patient Transcriptions and Their Rising Costs**

Patient chart transcription needs and their associated costs often overwhelm business offices. But, by implement a planned program that automates this medical office expense, office staff can quickly produce highly accurate and legible chart notes, medical correspondence and other business documents without enormous transcription costs and with better patient chart detail transfer.

### **2) Lack of Electronic Patient Check-in**

Moving patients quickly thru your office, reduces their frustration with the medical system process, increase office patient retention and maximizes your patient visit per day. With the right business systems in place patients can now complete checkin forms, consent information, and follow-up questionnaires from home and feel comfortable doing it at their own pace. Staff is now freed-up to spend time discussing with patients critical health information that can enhance the quality of the patient's visit. No more trying to interpret your patient's handwriting then typing information into a computer. Asking the patient to try to remember all of the medications that they are taking can be frustrating. Now patients can go to their medicine cabinet to confirm their current medication list is complete and accurate. Giving your patients the means to help you and your staff improve documentation saves everyone time and improves practice performance.

### **3) E&M (Evaluation and Management) Coding Not Used**

Medical practice success is based on specific detailed communication between the patient and the doctor, the doctor and their staff, the doctor and their hospital, the office and insurance companies and the office and the federal government. Using an evaluation and management coding model increases revenues and reduces errors. By using predefined medical templates assures that proper documentation matches the evaluation and management coding level needed between all sources.

### **4) No Electronic Prescription Communication Methods**

Electronic prescription communication reduces phone calls between patients and pharmacies and more accurately tracks and manages prescription usage and eliminates transcription mistakes. Simultaneously, by using an electronic prescription management approach, physicians can reduce their office labor costs when prescribing medications and refills

### **5) No Electronic Medical Records Management**

Keeping patient records in hand written chart folders is an antiquated medical practice management method that inhibits office productivity and patient communication. Electronic medical records management reduces costs related to chart filing and allows more than one person to effectively use the patient record at the same time making it available 24 hours a day, 7 days a week – even when the attending physician is traveling.

### **6) No Integrated Fax Communication Tools**

Medical practices often seem to be managed by paper. Yet by implementing an integrated fax communication program physicians can improved correspondence with other physicians and eliminate rescanning and storage of paper.

### **7) Electronic Patient Reminders Not Used**

To increase patient appointment commitment and medical practice recommendations fulfillment, electronic patient communication like automated reminders should be used. This tool allows managing physicians to automatically remind patients of appointments and health maintenance issues without human intervention.

## Conclusions

How can physicians' medical practices succeed in a paper driven, data communicated, government compliance mandated, insurance controlled payment and fickle patient satisfaction environment? They can't, unless physician offices today use every business success tool available. Medicine is not just about the correct diagnose of illness with the appropriate course of action suggested to the ailing patient. Medicine today is the management of the intersection of office profitability and patient satisfaction. Patient satisfaction and office profitability have a symbiotic relationship that walk together. You can't have one without the other very long. To succeed in today's market, physicians must be proactive..... not just reactive to their office management or they will not have an office to manage.

**About The Author:** Scott Killingsworth is the founder and CEO of One Healthcare Solution, Inc. ([www.onehealthcaresolution.com](http://www.onehealthcaresolution.com)), a world leader in physician clinic profitability improvement and patient satisfaction management. With hundreds of clinics using One Healthcare Solutions integrated office management programs, One Healthcare has become an industry thought leader of best practice success. For additional information on practice and clinic improvement mythology, please contact Scott at 512-763-1999 and [Scott@onehealthcaresolution.com](mailto:Scott@onehealthcaresolution.com)