



CASE STUDY

Prima Bella Women's Health

Prima Bella Women's Health is an Obstetrics and Gynecology practice with one physician and two nurse midwives in Valparaiso, Indiana. Their services include pregnancy and childbirth, midwifery care, women's annual exams, gynecological services, in-office procedures, family planning and infertility, and a wellness program.

Problem

When the Prima Bella OB/GYN practice decided to go to a paperless system, they wanted:

- ▶ An integrated EHR/PM database
- ▶ Effective, paperless documentation
- ▶ An easy-to-use, intuitive system that would simplify the transition from a paper-based system to an electronic system for their providers

Purchase Factors

The practice noted Aprima's:

- ▶ Flexible design that enabled them to adjust the system to adapt to providers' specific preferences
- ▶ Responsive customer support
- ▶ Cost-effective RCM that enabled the practice to keep staffing lean

Results

- ▶ Became a 100% paperless office immediately after launch
- ▶ Efficient billing system that reduces denials, delays and underpayments
- ▶ Test results, patient charts and more at their fingertips
- ▶ System custom-configured to adapt to OB/GYN provider needs and patient population
- ▶ Able to provide better service to patients through features such as Clinical Decision Support tools

CHOOSING APRIMA

In 2012, the practice began looking at electronic health record (EHR) and practice management (PM) systems. After reviewing a dozen systems, they quickly narrowed down their list. They were particularly impressed with Aprima because of its easy-to-use, intuitive, flexible, integrated system.

"We went on several site visits to practices using a variety of systems, and when we saw how Aprima worked, it seemed the simplest one for us to use," said Lisa Loudenber, CNM, MS, Nurse Midwife, Prima Bella Women's Health. "Aprima's system works with you in a way that is most similar to how a doctor would work with a paper-based system, which made it a more natural fit for us. We knew that the system's intuitive design would be a huge asset, as we adjusted from a paper-based office to 100% paperless. Our providers wanted a system that closely matches how we're accustomed to working – and that's what we saw in Aprima."

The practice also noted that Aprima offered the most flexibility to customize the system to their exact specifications. "We knew what we wanted, and Aprima's flexible design enabled us to adjust the system to adapt to our needs, rather than our providers needing to adjust our needs to fit the system," said Ms. Loudenber. Plus, Aprima's adaptable system offered the practice the most flexibility to build notes the way they wanted.

Aprima's integrated EHR and PM database appealed to Prima Bella. "We wanted an integrated database, not something that was patched together," said Ms. Loudenber. "That was very important to us."

The practice selected Aprima and went live on July 1, 2013, with Aprima EHR, PM and RCM. Notably, the practice was able to go 100% paperless "right out of the box."

THE BENEFITS PRIMA BELLA ACHIEVED WITH APRIMA:

Flexibility and Customized Configuration

Prima Bella wanted to determine the best way to adapt their EHR system to capture the information they needed about their patients – all in a paperless environment. Together with Aprima, they created a paperless check-in process with the use of a kiosk and the Aprima Patient Portal.



About eMDs

eMDs combines leading technologies with tailored services to remove operational burden and empower healthcare providers to maximize the impact of their care. Founded by physicians, eMDs brings decades of expertise and understanding to our integrated electronic health records products, practice management software, revenue cycle management solutions, and credentialing services for medical practices and enterprises. With tens of thousands of deployed clients across a range of specialties and settings, eMDs extensive experience allows us to craft proven, transformative, solutions that meet the unique needs of healthcare organizations, enabling unmatched productivity and a superior experience for patients and practitioners alike.

**Expert Solutions.
Stronger Partners.
Healthier Patients.**



BACK-TO-BACK SEGMENT WINNER

**Small Practice
Ambulatory EMR/PM**
10 or Fewer Physicians

Some of the questions they worked with Aprima to answer were:

- ▶ How do we enable a patient to fill out consent forms and sign them in the portal?
- ▶ How do we design a custom history to put in a portal?
- ▶ How do we track data for our nutrition program separately as an ancillary stream?

"Aprima was useful in helping us think outside the box and meet our objectives," said Ms. Loudember. "When we launched on July 1, 2013, we were the first OB/GYN practice using Aprima that was 100% paperless. We were a pioneer as a paperless OB/GYN office."

"Your EHR is what you build it to be," said Ms. Loudember. "Aprima helped us to configure our solution the way we wanted, to think the way we do. They made it easier to customize the system into the EHR that we wanted."

Responsive Customer Service and Support

Prima Bella set an aggressive goal to become a paperless office overnight when they went live with Aprima. Although this undertaking was daunting, the providers at Prima Bella made an early decision to do it after seeing providers at other practices use a less efficient method of documentation – part electronic and part paper. Every step of the way, Aprima supported Prima Bella on their mission.

Information at their fingertips

Aprima's EHR has enabled the practice to have more information conveniently at their fingertips. This helps increase efficiency in decision making. For example, providers know in an instant when certain items of care are due. Aprima's EHR solution helps let them know when to follow up on things such as an abnormal thyroid test result. Plus, it's easy to track obstetric outcomes and other results. "We don't need to look for charts or hunt for missing documents; everything is right there in the system," said Ms. Loudember.

Enhanced care for patients

Aprima's Clinical Decision Support (CDS) offers real-time, patient-specific alerts at the point of care to help Prima Bella deliver the highest quality of care. The practice uses this CDS functionality to help with patient appointment reminders and patient education – all aimed at keeping their patients healthy. "Aprima helps us deliver better care to our patients," said Ms. Loudember.

Faster, improved collections

In 2012, Prima Bella was a relatively new practice that wanted to keep staff lean in order to manage the cost of personnel benefits. Rather than hire a dedicated billing staff, the practice decided to outsource this function to Aprima RCM (revenue cycle management). They found Aprima RCM to be competitive in price, and today they continue to be thrilled with how Aprima seamlessly manages the entire billing process for them. "We love Aprima RCM," said Ms. Loudember.

Aprima RCM also has helped Prima Bella reduce denials and underpayments and increase reimbursements. They also noted that the practice receives timely payments and fewer delays. "We know of other practices that experience long delays in claims and we don't. Aprima RCM has accomplished that for us," said Ms. Loudember.