

THE EHR MOVEMENT - WHY OVER 7,100 DCs HAVE JOINED IN



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For Chiropractic practices in 2013, this New Year will be a pivotal one, making the difference between barely thriving or not. Surviving beyond just being solvent in a post-health reform world will be decided for many of you in 2013. Much of this latter statement may depend on your decision to invest in electronic health record technology (EHR).



One topic no longer a question for the New Year is whether Chiropractors have decided as a profession to integrate EHRs into their practice. Clearly, the profession has spoken, though not as a whole. As of December 31, 2012 there are over 7,100 DCs who have registered in the EHR incentive program and over \$23 million paid to date to DCs.

You've heard them all- efficiency; productivity; cash flow; workflow; capacity.

All superb business terms to best describe how EHRs improve a Chiropractic practice. What truly is the motive for DCs from state to state to finally strengthen their business acumen and invest wisely in EHR technology? Let's face reality- you're buying an EHR to help you manage your practice more effectively, reduce costs, and improve your income. If the government is willing to give you money that doesn't have to be paid back to help pay for that system, that's icing on the cake, too. I'm hoping somewhere in that EHR decision that you are also doing it to provide better clinical care to patients who deserve the very best from their choice of Chiropractor.

The year 2013 may be a mediocre income year for you, or it may be your best year ever. The data shows that updating your operating and billing systems by investing in EHR technology is not only a wise decision, but it is a decision that will ring great echoes of applause and satisfaction from your patients. Your patients don't know about federal incentives. What the patient does care about is whether their Chiropractor has invested in technology that will better serve them as a Chiropractic patient.

■ **Obvious savings from EHR implementation:**

Less money spent on things like transcriptions, chart pulls, and reductions in storage space and supplies.

■ **Obvious financial gains from EHR implementation:**

Improves reimbursements and revenue through improved billing practices.



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- **Key benefits rarely discussed from EHR implementation:**

EHRs can help practices avoid expensive malpractice suits which can cost hundreds of thousands of dollars.

- **Clearer and more centralized documentation of a patient's history** in an EHR offers a stronger defense in medical liability claims. Better documentation reduces liability.

Chiropractic practices are after all, businesses- Healthcare Businesses.

Chiropractors and their office managers realize that they have to be profitable to keep doors open. Additionally, to boost a practice's bottom line, EHRs can also have a vast impact on patient care. Digitizing your patient's records makes a world of difference in the way you manage the clinical portion of your practice. When you become more efficient in both your business and clinical management due to EHR, your practice is preparing for a booming year end bottom line. The vast majority of DC practices that adopt and fully implement an EHR are likely to become more efficient and productive. That translates to more money in the door and happier, satisfied patients.

So Doctor, what comes first, patient care or the EHR incentives? Get wise today and invest in EHR technology for tomorrow- your business and your patients deserve it.

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