

Tamara M. Kuhlmann, OD, MS

EyeCare Professionals of Powell, OH

A MaximEyes by First Insight Case Study

Overview

Profile

- Master of Science in Physiological Optics
- Ohio State University Assistant Professor
- In private practice since 1987; shares practice with Jason Miller, OD
- First eye doctor in Powell, Ohio and first eye doctor in the area to be certified in the non-surgical procedure of corneal refractive therapy
- Current VSP representative for Ohio
- Member of Vision Source and American Optometric Association

Business Challenge

Wanted a way to streamline her office to increase efficiencies, improve productivity, and decrease billing errors.

Business Solution

Chose maximEyes because of Eyefinity-VSP Link/VSP Calculator efficiency, ease of diagnostic equipment integration, accuracy of E&M Code Checker, and quick/legible way ePrescribing works.

Value Justification

- Practice grows by **30% each year**
- Increased staff productivity by **17%**
- Increased billing revenue by **\$42,000** per year due to more efficient and accurate billing
- Reduced billing errors by **30%**
- Decreased accounts receivable time by **40%**
- Cut billing preparation time by **50%**
- Generated a savings of **\$800 per year** by eliminating paper charts

A Two-Fold Practice Goal: Increase Efficiency and Decrease Errors



Dr. Kuhlmann will readily tell you that maximEyes has made a big difference in her practice and she won't hesitate to say that both she and her patients **"love ePrescribing."** EyeCare Professionals of Powell began using maximEyes in 2005 after an extensive review of other practice management and EMR software products. Since then, staff productivity has dramatically increased, billing revenue has gone up 18% a year, billing errors have decreased by 30%, and the office has gained space and saved money due to paper chart elimination.

Dr. Kuhlmann chose maximEyes over other software programs for many reasons. However, she is especially happy with the following features: Eyefinity-VSP Link and VSP Calculator; built-in equipment integration that interfaces with her autorefractor, automated refractor, and other diagnostic equipment; and the E&M Code Checker, which she uses to help instruct optometry students to better understand billing and coding as they rotate through her office. First Insight had the opportunity to discuss how maximEyes makes her practice more efficient and productive. Here's what she has to say:

How does ePrescribing benefit your practice and patients? Do you take advantage of the ePrescribing Medicare incentives?

I love ePrescribing and our patients love it too. They are constantly "wowed" by it and appreciate this feature very much. It is fast, easy and convenient to use. The PQRI codes do apply when we are using this powerful tool and we find it extremely helpful for qualifying for Medicare incentive payments.



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Eyecare Professionals of Powell
In private practice since 1987
www.visionsource-ecp.com

**“I love ePrescribing
and the patients
love it too!”**

**“Because we are more
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we have reduced
billing errors by
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our billing revenue by
\$42,000 per year.”**

How does maximEyes make a difference in your practice?

MaximEyes streamlines our office processes by helping things run more efficiently and accurately. A simple example of this is being able to read the electronic patient charts easily. My handwriting can be illegible, but because we type in the patient information that is no longer a problem.

How does maximEyes make your life easier?

Our staff can access patient records throughout the office at 20 different workstations any time we need them. We no longer need to search for a chart. Records are never lost or misplaced. I really like the fact that I can scan in and photo document images to show to patients. This helps to educate them on things that are happening with their eyes.

How does maximEyes save you time and money?

MaximEyes has enabled me to spend less money on payroll due to increased staff efficiency. It takes less people to get the work done. We save \$800 per year and 100 square feet of space because we no longer need to store physical paper records. We've also found the built-in ePrescribing Link within maximEyes to be very helpful for qualifying for ePrescribing incentive payments.

How effective is maximEyes with managing your patient/insurance e-billing?

Very effective. Our billing staff finds the entire e-billing process fairly seamless. Because we are more efficient and accurate, we have reduced billing errors by 30%, cut our billing preparation time by 50%, decreased our accounts receivable from 10% to 6% of the gross, and increased our billing revenue by \$42,000 per year.

Please explain how the E&M Code Checker helps you analyze a patient's exam and suggest diagnosis and pro- cedure codes based on your findings?

I used this a lot at the beginning to check my coding levels and make sure they were correct—so that I do not under or over code. However, lately I've discovered it is also a wonderful tool to help me instruct the optometry students who are rotating through my office. It really helps them to understand billing and coding a lot better.

What function of maximEyes do you think is better than other software systems on the market?

The Eyefinity-VSP Link and VSP Calculator, because it quickly authorizes and submits accurate claims to VSP. We enter data once in maximEyes and send the VSP claims directly to eyefinity.com without leaving maximEyes. It integrates everything, including insurance and ordering glasses, the whole nine yards. Best of all, the VSP Calculator tells us what VSP will pay us, what the patient owes, and writes off any adjustments and lab charges.

In addition, the maximEyes equipment integration is better than other software vendors because it interfaces with diagnostic equipment in my office and transfers the data directly into the patient's chart. This feature speeds up our exam lane, allowing us to see more patients.

How important is it for you to have reliable, responsible customer support from your software vendor long after the sale?

This is extremely important. First Insight is quick to respond to our wishes. For example, we wanted a new customer support representative, someone that would be more in tune to our office needs. First Insight made a change immediately, that very same day. ■