

## Overview

### Practice

Antelope Valley Cancer Center  
Lancaster, CA

### Profile

Affiliated with City of Hope  
Affiliated with Loma Linda University  
Five Clinical Oncologists  
Medical and Radiation Oncology Services  
Forty - Six Staff Members  
Two Satellite Offices

### Business Challenge

Needed an effective oncology-specific electronic health records system integrated with practice management to automate workflow processes, optimize revenue stream, and bolster office productivity.

### Solution

Implemented GeniusDoc Oncology, increasing efficiency for the clinical office in line with well-informed communications with the front and back offices – with desktops, laptops, tablet pcs' and multiple wireless access points.

## GeniusDoc Oncology Provides Much More than Some Realized and Ever Expected

Medical and Radiation oncology are considered to be among the most demanding specialties. Growing at a rapid pace in recent years, the Antelope Valley Cancer Center's (AVCC) traditional means of documentation and billing made it difficult to keep in line with the practice's increasing patient volume. As well as meeting the tremendous demands of its patients, the AVCC also faced a wealth of operational demands, including:

- ◆ Assigning the proper ICD9/CPT codes for complex courses of therapy
- ◆ Billing services in a timely automated manner
- ◆ Optimizing the productivity of staff
- ◆ Ensuring smooth and efficient workflow progression

To reduce such operational burdens, the practice implemented an integrated electronic health records and practice management system from GeniusDoc Oncology EHR. Since implementation, the physicians have received much more than they bargained for – including improved workflow and a bevy of financial benefits when they implemented the robust clinical information system.

Today, the practice has experienced measurable improvement - from front office functions through the clinical operations to the back office billing processes. The system gives AVCC the tools it needs to automate workflow processes like treatment scheduling and staff assignments, as well as streamline coding, reimbursement, and revenue enhancement activities.

Although initially seen as an electronic substitute for the paper chart, the computer-based patient record has become a tool for assuring the quality of health care delivered. Working in tandem with a comprehensive practice management system, it provides the infrastructure allowing a practice to run effectively.

### Product Distinctions

- ◆ Extensive Oncology Knowledge Base
- ◆ Seamless Integration between EHR, Scheduling & Practice Management
- ◆ Disease Management
- ◆ Sophisticated Patient Scheduling
- ◆ Oncology Specific Point of Care Charge Capture
- ◆ Effective Managed Care Contract Management System

### Benefits

- ◆ More Thorough Patient Care
- ◆ Better Oncology Specific Documentation
- ◆ Better Oncology Specific Coding
- ◆ Remote Access to Patient Data
- ◆ Efficient Chart Access and Use
- ◆ Swift and Well Informed Communications
- ◆ Increased Staff Productivity
- ◆ Complete Transcription Savings
- ◆ Increased Revenue

### Addressing Oncology's Complex Clinical and Billing Challenges

The needs of oncology practices are unique in meeting all aspects of patient treatment.

Scheduling is taxing, with treatment administered based on the requirements of varying protocols. The right patients have to show up at the right times, as do the right clinical staff, supplies, and equipment. Increasing patient volume made scheduling and other administrative tasks more difficult for the AVCC to maintain with traditional methods.

Operational challenges also extend to the billing side of the practice. Because each individual course of treatment generates anywhere from \$5,000 to \$20,000 for the AVCC, it is imperative to capture all aspects of a patient's treatment.

On top of all these challenges, AVCC's growing practice demanded long hours and significant transcription costs to meet the necessary levels of informative documentation.

AVCC turned to technology as the way to help it function more efficiently

### The Search for the Right Partner

AVCC leadership researched many vendors, but found a limited selection for oncology-specific systems.

AVCC wanted a single vendor to supply a cost effective medical record and practice management solution, which did not require extensive customization.

The search for the "right" system ended after careful evaluation of the poor ROI with any leading system. Not satisfied with the marketplace's offerings for oncology practices, the AVCC grudgingly returned to its traditional practice.

That is, until it found GeniusDoc Oncology. The solution addresses the complexities of an oncology practice – regimen-based front office scheduling, point-of-care documentation and charge capture, and revenue collection - with all the necessary HL7 interfaces.

GeniusDoc's fully integrated system also allows information to flow within the system without a heavy reliance on interfaces. It was clear that GeniusDoc' practice management system was intricately aligned with its clinical systems.

**GeniusDoc Oncology Helps the AVCC:**

- ◆ Save More than 20% Annually in Staffing Costs
- ◆ Save More than 5% Annually by Eliminating Paper Chart Creation
- ◆ Gain More than 1,100 Square Feet of Revenue-Generating Space
- ◆ Eliminate Chart Requests
- ◆ Reduce Patient Call Process From 10 Steps to Just 2 Steps
- ◆ Reduce Medical Records Staff
- ◆ Eliminate Transcription Lag Time and Costs

*“GeniusDoc is producing many workflow and financial benefits in addition to the clinical gains. We’ve eliminated efforts at the front desk and saved steps to have accurate information available immediately”*

**Teresa Robbins, Office Manager**

*“Our physicians and staff cannot imagine going back to paper charts now that we’ve been using GeniusDoc. In the first few months alone, we’ve increased our bottom line by 30% and we’re confident of reaching greater savings in the near future“*

**Dr. Mukund Shah M.D.**

**Cancer Treatment Management**

AVCC has found GeniusDoc easy to learn for varying levels of computer users.

Quick access to data is crucial for split-second treatment decisions. GeniusDoc’s Windows-based system enables AVCC physicians to create and maintain complete medical records easily, so informed decisions can be made virtually anywhere.

Physicians can now document patient notes at the point of service, not during “free time.” Streamlined processes enable each physician to see 25-30 patients per day, compared to the 15-20 previously cared for by each oncologist. Such efficiency is a result of GeniusDoc’s extensive oncology content and chemotherapy libraries.

Easy documentation also applies to the nurses with the information vital for treatment and reporting at their fingertips. Treatment proceeds instantaneously, by approving dosages using GeniusDoc’s intra-office messaging system.

Ultimately, GeniusDoc allows physicians and nurses to concentrate on what they were trained to do – treat patients.

**Workflow Management**

Electronic charts enable access to necessary information immediately – saving office staff countless hours without searching for paper charts.

The AVCC now enjoys seamless communication. Powerful scheduling capabilities facilitate awareness of each patient’s location upon arrival. Conflicts are reduced and provider efficiencies are created, as nurses help schedule patients.

Communication between point of care and back office is streamlined with automatic capture of relevant ICD9/CPT codes, for immediate access to the back office.

AVCC has improved task management and intra-office communications. GeniusDoc facilitates task generation, delegation and completion, a unique feature not provided by other systems. Similarly, staff members use the telephone template to send patient messages to nurses and physicians for instant review. Upon completion of the process, the document becomes part of the permanent record complete with time and date stamps.

### AVCC's Quantifiable Benefits:

- ◆ Increased production by 15% due to improved workflow
- ◆ Increased revenue by 20% via more efficient and accurate billing
- ◆ Decreased accounts receivable time from 76 days to just 32 days
- ◆ Cut bill preparation time in half
- ◆ Reduced billing errors by 30%
- ◆ Complete preparation for audits

*"Health Care is changing, but change can be an opportunity if we change with it. By using powerful new solutions such as GeniusDoc, we stay one step ahead of where we need to be - and we always want to be at least several steps ahead."*

**Dr. Mukund Shah, MD.**

### Billing Support

Manual charge capture challenged communications between the AVCC's nursing and billing staff. Now, point of care charge capture eliminates many steps. AVCC benefits from GeniusDoc's E&M code suggestions based on documentation and patient condition. More savings are possible, as claims are prepared for direct payer submission through a clearinghouse using a built-in EDI interface.

Systems with strong eligibility functions also protect a practice from expensive mistakes. Prior to treatment, GeniusDoc prompts users to authorize first day treatment codes and for all expected treatments during the course. AVCC now tracks reimbursements against specific payer contracts, benefiting negotiations for increased per-member, per-month payments.

Using ERA, received payments are credited to ledgers with automated adjustments. Automated secondary claims submission eliminates the tedious process of such claim filing. Without paper EOBs, AVCC assigns rejected claims for appeal with quick turnaround of payments.

AVCC also witnesses qualitative improvements. For example, the practice now bills services the same day and decrease overall denials. AVCC retrieves valuable information easily, like pulling a patient's insurance / contract information, and coupling it with coding information to estimate the patient's out-of-pocket costs.

### Impressive Results

AVCC believes future growth and success, along with strong revenue, will be inextricably linked with their strategic use of GeniusDoc's integrated system. "Having the infrastructure - the management systems and clinical systems - in place will facilitate our growth," Teresa Robbins says. "The whole GeniusDoc system is extremely scalable, so it will be easy for us to add more providers. We see this as an engine for practice growth and development."

The sky is the limit for AVCC. GeniusDoc has provided the clinical IT infrastructure to guide them toward faster, more efficient patient care.