eClinicalWorks

Partnership in Health for Life

Central Ohio Primary Care Physicians (COPCP)

The Challenge

COPCP, a healthcare organization of primary care physicians, is committed to providing the highest quality of healthcare available to patients. The organization needed to find an EHR that would offer the best value and be a partner in health.

The Solution

eClinicalWorks' comprehensive EHR solution met the needs of COPCP, allowing the clinical side to communicate with the business side of the organization, with one efficient back-end process. With the system, providers are more efficient. They can maximize the number of daily patient visits while still providing the highest quality care.

The Results

After equipping over 1,000 employees, 200+ physicians, and 45 offices with eClinicalWorks in 11 months, COPCP now has the ability to create customizable templates for Progress Notes and medications, and has experienced improved workflow and more efficient processes.

Practice Overview

Central Ohio Primary Care Physicians (COPCP) is a healthcare organization of primary care physicians, with 220 providers and 45 office sites throughout Central Ohio caring for 300,000 people. As the second largest physician-owned, primary care organization in the United States, its doctors are free to focus their time on what they do best – keeping you and your family healthy. The organization offers endocrinology, family practice, pediatrics, internal medicine, ancillary and radiology services, cardiology, a full-service laboratory, and a hospital group. COPCP offers the opportunity to engage patients at both provider and hospital sites, where continuity of care is vital. The organization remains committed to providing the highest quality of healthcare to the patient.

> "The goal of COPCP is to care for those patients who have entrusted their care to our physicians."
>
> Dr. Bill Wulf, CMO of COPCP

EHR Selection

COPCP first implemented an EHR in 2006, but outgrew that system within a few years. The organization then began researching a new EHR by examining eight vendors, using a grading rubric based on their needs. The goal was to find the system that best integrated clinical and practice management.

eClinicalWorks was the vendor of choice, supplying the best value, with the best ability to become a partner in health.

"From the very beginning, the one thing I really wanted from an EHR vendor was a partner. I kept emphasizing that I want a partner, I don't want to buy a product. I liked eCW because it was committed to the concept of the partnership for primary care physicians," said Robert Strohl, Director of Health Informatics for COPCP. The prior EHR system had failed to integrate or communicate the management side with the clinical side of the organization, which led to problems with billing and medical services. eClinicalWorks addressed those shortcomings, allowing the clinical and business sides of the practice to communicate efficiently. eCW was responsive to all COPCP's needs and willing to create specific templates for staff and providers.

Implementation/Migration

COPCP implemented the comprehensive EHR for all employees and physicians in only 11 months and almost immediately began preparing for Meaningful Use on a tight deadline. They also faced the challenge of implementing the EHR in a system of more than 1,000 employees, 200+ physicians, and 45 offices.

"We survived those 11 months because of the partnership and the collaborative effort between eClinicalWorks and COPCP," said Strohl.

To increase the odds of success, COPCP conducted a test run four months prior to full Go-Live. They equipped five pilot sites with eClinicalWorks, which provided the organization an invaluable opportunity to practice on the new system. All 220 providers in COPCP were implemented at once. The technique was an ambitious undertaking, but eCW provided adequate training from Day One, making the process as seamless as possible. In the end, adoption took a year, with a dedicated project manager from eCW working directly with COPCP, sitting on weekly calls, and assisting with every aspect of implementation. With a large number of individuals implementing at once, COPCP chose to have additional eCW staff at all sites during Go-Live, offering necessary support for a new EHR system.

"It's difficult to have over 1,000 employees adopt a new system. eClinicalWorks has made it much easier because of its level of involvement allowing us to get to the point we are today. There was always someone there, and we never felt like we were alone on an island, implementing such a large project within COPCP."

Scott Reinard, CFO of COPCP

Enterprise Implementation Specialists (EIS)

Enterprise Implementation Specialists (EIS) are experienced individuals trained to provide on-site expertise during implementation. COPCP used three EISes, and in light of the success they enjoyed, extended their stays. "Any organization, no matter its size, should consider, if not mandate, the EIS program. These people were highly invested in our success and became our partners, feeling our pain and wanting us to do well. They could reach out to the right people very quickly and get things done in a short period of time," said Strohl. The specialists served as an integral part of COPCP's implementation team, understanding needs and translating requirements to the internal eCW project team. In the end, all providers and staff were trained and educated thoroughly.
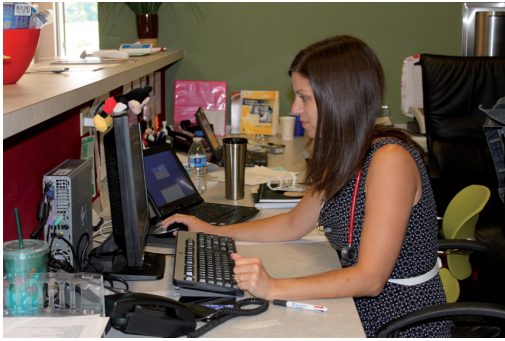
Enhanced Practice

Since implementing eClinicalWorks, information is much more visible to patients and providers. Templates make the EHR easier to use, whether providers are dealing with well-child visits, illnesses, or personalizing templates for the day's appointments.

Providers are now more efficient in seeing patients and can maximize daily visits while still providing appropriate care. COPCP wanted the patient experience to be as quick and enjoyable as possible, as opposed to offices where patients may spend hours waiting for primary care. Since implementation, COPCP practices are seeing between five and 10 additional patients daily. Providers now have the tools to access and review patient records while away from home and the office. With eClinicalMobile, providers who are out to dinner can check schedules, telephone and web messages, and examine lab results, all from their smartphone. COPCP will also use eClinicalWorks Messenger®, the appointment reminder system, and Patient Portal.

Patient Involvement

In today's society, people expect and thrive from having more access to information on the internet. These needs are extending into healthcare, with patients gaining more access to personal health records. As a result, COPCP utilizes Patient Portal to enhance patient education and to improve patient access.

Patients can view medical records, communicate directly with the office, view and access labs, request appointments, and request medication refills. Parents can view their children's vaccination records and when they are due for follow-up visits.

In addition, the tool improves patient education, allowing providers to post specific items to the Patient Portal. Patients appreciate the ability to review their visit at home, and it reinforces what was discussed during the visit. Some COPCP providers have made Portal sign-up mandatory in order to get patients more involved in their medical care, enable them to better understand why certain tests are ordered, and better answer their questions.

"eClinicalWorks offers great integration between all of our sites."

Jenni McConnaughey, Practice Manager COPCP, Family Medicine & Pediatrics at Winchester Square

Front Office Improvements

Since implementing eClinicalWorks, COPCP has experienced multiple front office improvements, including:

- Customizable templates for Progress Notes and medications
- Improved workflows
- Patient records available in real time, allowing staff to answer patient questions instantly
- Dramatic reduction in lost documents and errors
- More efficient processes and improved patient care
- eClinicalWorks Messenger® notifications when a patient hasn't been contacted

eBO

Each practice within COPCP can view reimbursements for certain procedures codes and report back to the corporate offices with recommendations through eClinicalWorks eBO. With the previous EHR, practices were unable to run reports at the site level, instead receiving them through the corporate offices, which often took days. eBO allows the same reports to be available in real time.

Thanks to eBO, COPCP is better able to achieve quality healthcare, reduce costs, and improve patient engagement.

"I would highly recommend to anyone going through this process that they invest in learning how to use the eBO reporting effectively," Strohl said.

Support

Providers and staff at COPCP have experienced top-notch support, beginning from the initial call, always receiving an answer and solution from eClinicalWorks within 24 hours. Support personnel work one on one with providers and staff to develop solutions. If a physician is struggling with a certain aspect of the technology, my.eclinicalworks.com can be used to view issue tracking, educational documents, specific workbooks, webinars, and tutorials.

Meaningful Use & Patient Centered Medical Home (PCMH)

In spite of a tight deadline following implementation of eClinicalWorks, COPCP was able to achieve Meaningful Use for 96% of its providers by offering programs and training as well as answering any related questions. eClinicalWorks assisted by offering programs and training as well answering any related questions.
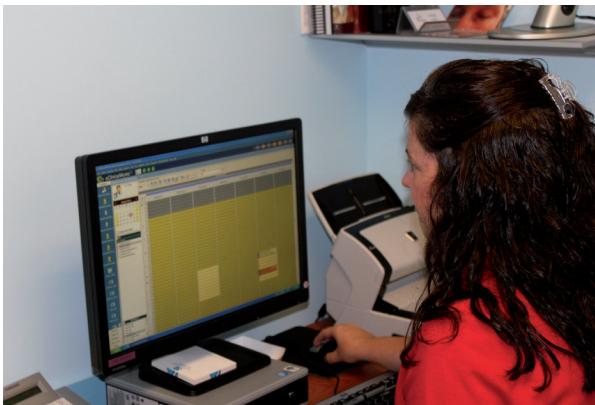
A crucial aspect in the partnership between eClinicalWorks and COPCP is the development of the PCMH module. Features in eClinicalWorks that support the goal of PCMH include: the ability to capture demographics, real-time clinical decision support, registry reporting, coordination or referrals, e-Prescribing, managing labs and x-rays electronically, compiling a comprehensive Electronic Medical Record spanning the continuum of care for every patient, and participation in local, regional, and statewide health information exchanges. Becoming a PCMH will also help the organization build strong alliances throughout the community. Currently, COPCP is quite involved in the initiative. By Q1 of 2014, COPCP expects to have 45 sites with PCMH recognition.

COPCP's clinical efforts in the coming years will be focused on population management — developing the ability to extract EHR data needed to identify high-risk patients. COPCP will work with eClinicalWorks to reach out to the identified patients for treatment.