

Maximizing Reimbursements in Healthcare



Mitchell Shapiro and Aaron Wachspres from Universal EHR Solutions, a solution provider at the **marcusevans Outpatient CXO Summit 2010**, discuss capitalizing on advanced electronic medical record systems.

Founder and Chief Technology Officer, Universal EHR Solutions, LLC (a Great Neck, NY – based company that is the home of 2011 CCHIT Certified Physician's Solution 5.0®).

FOR IMMEDIATE RELEASE

Doing more with less is on every **healthcare** provider's agenda. How that can be achieved when costs have already been cut in most areas is another question altogether. Healthcare organizations must now work even faster and smarter, and, according to Mitchell C. Shapiro, President and Chairman, and Aaron Wachspres, Founder and Chief Technology Officer, at **Universal EHR Solutions**, utilizing advanced electronic medical record systems may be the best way of maximizing reimbursements. As a solution provider at the **marcusevans Outpatient CXO Summit 2010** taking place in Las Vegas, October 24-26, Shapiro and Wachspres deliver their thoughts on how healthcare organizations can take full advantage of electronic medical record systems to boost revenue streams.

How can Outpatient Service CEOs maximize revenue streams?

Mitchell Shapiro: Healthcare providers are facing reductions in their revenue streams and reimbursements from insurance companies and the government. They need to see more patients in order to make the same amount of money. To do that, they must work faster and smarter, and make use of technologies such as an advanced electronic health record system to maximize their revenues and to seamlessly integrate with their **revenue cycle management**. There are ways to capture the data required for the highest insurance reimbursements in far less time, actually improving the doctors' quality of life while maintaining or increasing their revenue and profit margins as well as the efficiency and level of care provided to their patients.

Health care providers can also position themselves to capture their maximum available reimbursements under the American Recovery

and Reinvestment Act (ARRA) stimulus plan. To do so they should implement a 2011 CCHIT certified EMR system with a company that guarantees that its EMR product has passed (or will pass) the test for ARRA Stage I Final meaningful use criteria and will qualify them for their maximum ARRA stimulus dollars.

How can this be done efficiently?

Aaron Wachspres: Family history, surgical history and personal information need only be entered into a system once; these are all contributing factors for obtaining maximum reimbursements. Improvements in efficiency come from not having to re-enter data time and time again; the system populates the new record and prompts a quick and easy review of the patient's history, qualifying the visit for a higher level of coding (often moving from a two or three to a four or five). The higher the code level, the higher the reimbursement.

What are some of the features that doctors are looking for in electronic medical record systems?

Aaron Wachspres: Ease of use and acclimation is one of the most important features for doctors. UniEHR's Physician's Solution 5.0® is browser based and uses Internet Explorer to navigate through records and to message colleagues, staff, referring physicians, patients and tech support through the EMR - skills that most people have already.

Another key feature is flexibility. In the nine years that I have been in this business, I have concluded that doctors are also looking for an EMR system that has highly customizable software architecture. They want to be able to pipe any key data or information to multiple places within the EMR system, so that it is always at the physician's



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fingertips, and to be able to modify favourites themselves as they work. The last key feature is interoperability, the ease with which an EMR system can interface with any laboratory, hospital, practice management system or other source of data in use by a client (including payment acceptance processing) and still provide tier one level support for all their EMR system needs.

Mitchell Shapiro: Avoiding an interruption of their business during deployment is another important feature. Doctors have been slow to accept the need for an EMR system because of the fear that a new system would be expensive and would slow them down. Vendors

need to provide affordable, intuitive solutions to avoid such results. Our EMR system was truly designed for doctors by doctors to perfectly fit the way doctors think and work, and can be modified for any practice's idiosyncratic work flow. It only takes six hours for an entire office staff to be up and running at full speed. This helps doctors eliminate the highest real costs of setting up an electronic medical record system, which is the money they lose during installation and implementation. They do not need to cut back on a single patient or lose any revenue to acclimate to this system. That is the most important feature that providers should look for – a track record of smooth deployment.

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About the Outpatient CXO Summit 2010

This unique forum will take place at the Red Rock Casino Resort & Spa, Las Vegas, Nevada, October 24-26, 2010. Offering much more than any conference, exhibition or trade show, this exclusive meeting will bring together esteemed industry thought leaders and solution providers to a highly focused and interactive networking event. The summit includes presentations on improving operational efficiency, deciphering the Health Care Reform and optimizing physician compensation levels.

For more information please send an email to info@marcusevanscy.com or visit the event website at www.outpatientcxosummit.com

Please note that the summit is a closed business event and the number of participants strictly limited.

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