



Case Study

Jackson Purchase Medical Associates Western Kentucky

Allscripts Enterprise EHR (formerly TouchWorks®)

BACKGROUND

Jackson Purchase Medical Associates (JPMA) formed in 1992 and consists of four medical groups serving a population of about 100,000 in Western Kentucky. It operates an internal medicine practice, a kidney specialty group, an endocrinology practice, and a walk-in center providing full-service afterhours care.

OPPORTUNITY

JPMA has a vision of growing into a more dynamic, multi-specialty group, one that:

- > Provides the highest quality of patient care
- > Operates efficiently
- > Participates in clinical trials and research
- > Will be a leading competitor for pay-for-performance (P4P) contracts

However, JPMA's paper chart system stood in the way of these goals. With 29,000 charts on-site, the system had become too cumbersome to manage. JPMA could not enter clinical trials or produce quality data reports for P4P contracts, because it simply could not access the data it needed.

Paper-based processes also increased overhead across all four medical groups, creating operational inefficiencies for completing prescription refills and other day-to-day clinical tasks, and inflating medical records and transcription costs.

Perhaps most significant, paper charts prevented JPMA from giving its physicians "anywhere/anytime" access to medical records. Leadership knew that, to best provide high quality care and protect patient safety, physicians needed instant, real-time access to critical patient information, such as medication lists and allergies, and the ability to immediately document patient encounters, even a phone call that happened at night or on the weekend.

SOLUTION

After 18 months of extensive research, the group chose the Allscripts Enterprise EHR (formerly TouchWorks) to help JPMA overcome the limits of its paper chart system. JPMA Chief Executive Officer Shane Carter liked the Enterprise EHR's unique approach and architecture, which provides the option to implement the full EHR or adopt one or two features, get comfortable, and then add more functionality over time as needed.



"From a management standpoint, Allscripts Enterprise EHR has made our lives a lot easier. We feel much more confident now in our ability to correctly code visits. From a compliance standpoint, Allscripts has given us a lot more security."

*Shane Carter, Chief Executive Officer
Jackson Purchase Medical Associates*

CUSTOMER PROFILE:

- > Multi-Specialty Physician Group
- > 18 Physicians and 110 Support Staff Across 5 Locations
- > 53,000 Annual Patient Encounters
- > Electronic Health Record: Allscripts Enterprise EHR

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Another key factor was the Enterprise EHR's flexibility in entering clinical data, which Mr. Carter believed would be critical, given its physicians' varying ages and roles in the practice. With the Enterprise EHR physicians can enter data using a keyboard, a point-and-click interface or dictation. Mr. Carter also viewed Allscripts as an industry leader, particularly in ePrescribing: a stable, publicly traded company well-established in the marketplace, with cutting-edge technology that integrates with JPMA's Practice Revolution practice management system from EHS.

Once JPMA moved to the Enterprise EHR in April 2005, it never looked back. From day one, wireless tablets gave physicians access to the EHR at home, at other JPMA clinics, and at the hospital. With the Enterprise Dictate functionality, physicians could continue using dictation and others could use voice-recognition software. In this way, JPMA quickly gained the e-process advantages of an EHR without making significant changes to the doctors' workflow or pressuring them to use point-and-click data entry. Today, JPMA saves nearly 7½ hours per week using the Enterprise Scan OCR and uses Scan to store patient records from remote sites and referral requests.

Within four weeks of its go-live date, spurred on by friendly competition among its physicians, JPMA achieved 100 percent of its planned transition to an electronic environment. Every physician enters clinical data into the Enterprise EHR using point-and-click Note or Medcin templates or Dragon. In just 10 months, JPMA scanned all 29,000 active charts, emptying its 20' x 30' chart room and creating space to expand its billing and business offices.

Years later, JPMA continues to enhance the Enterprise EHR's functionality. In October 2006, it launched iHealthRecord, and to date, more than 500 patients have created an online iHealthRecord chart. The practice is working with two Paducah hospitals and other physician offices to build interface bridges between the Enterprise EHR and their inpatient information systems such as Computerized Physician Order Entry (CPOE). It is also integrating its electrocardiogram, bone density and kidney ultrasound machines with the Enterprise EHR so test results will instantly be entered into the patient chart, saving time and preventing typing errors.

CLINICAL RESULTS

The Enterprise EHR has revolutionized patient care and safety at JPMA. When on-call on the weekends or late at night, physicians have instant, real-time access to patients' medication lists, including allergies and adverse reactions, as well as extensive clinical decision support provided by the Enterprise Pocket Library. This results in safer, faster and more accurate clinical decision making.

Today, all inbound calls come into a centralized call center and are tasked directly to clinical staff in the Enterprise EHR, further protecting patients by ensuring that nothing falls through the cracks. Using the Rx+ functionality, prescriptions are handled online, saving time and eliminating thousands of medication-related phone calls.

CLINICAL RESULTS:

- > "Anywhere/Anytime" access to medical records
- > Enhanced patient safety via automated decision-making and drug/allergy alerts
- > Electronic prescribing and streamlined prescription refills, eliminating thousands of medication-related phone calls
- > A dramatic reduction in "drug seekers"
- > Tracking and reporting of clinical quality measures
- > Entry into clinical trials and research
- > Improved physician satisfaction
- > Improved patient satisfaction



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With the ePrescribing history feature, JPMA has dramatically reduced “drug seekers,” who fake illness to obtain multiple prescriptions from multiple providers. The Enterprise EHR care plan feature lets physicians easily manage and track patient care.

JPMA now tracks 10 of the top 16 quality measures targeted by the Centers for Medicare and Medicaid Services (CMS), and has also been in discussions with Blue Cross/Blue Shield of Kentucky about being a pilot program for P4P reporting measures.

With the use of reporting functionality within the Enterprise EHR, JPMA can quickly analyze its database of 50,000 patients to find those meeting specific criteria. To further leverage these data mining abilities, JPMA, acquired Four Rivers Research, an organization that conducts clinical trials and research, in the spring of 2007. JPMA anticipates conducting dozens of trials over the next 2-3 years.

Ongoing customer satisfaction reports show that 98 percent of all patients who visit a JPMA site would recommend the practice to a close friend or family member, an increase from 92 percent since implementing the Enterprise EHR. Provider satisfaction has risen as well, “All of the physicians will tell you that their life has greatly improved,” says Mr. Carter.

FINANCIAL RESULTS

JPMA has realized an annual reduction of \$160,000 in transcription costs and \$246,000 in reduced medical record staff costs. Additionally, billing and business office staff members access data with just a couple of clicks, saving time and improving Revenue Cycle Management. The practice has generated a \$225,000, or 11 percent, increase in receipts from improved coding attributed to the Enterprise EHR. Accounting for all project and ongoing costs, JPMA will pay for the EHR in less than 36 months.

Since implementing the Enterprise EHR, JPMA has grown steadily, recruiting five physicians who brought approximately 5,000 patients to the practice. The Enterprise EHR’s flexibility allows JPMA to easily add new office locations and take a “practice without walls” approach.

Through a new management service organization (MSO), JPMA now gives other small practices affordable access to the state-of-the-art Enterprise EHR. JPMA leadership expects the MSO to deliver an estimated \$225,000 in additional revenues, and Four Rivers Clinical Research to deliver \$350,000 annually. If these estimates prove accurate, then the EHR initiative will have an annual positive financial impact of \$1,105,000 after expenses.

FINANCIAL RESULTS:

An annual estimated financial impact of \$1,105,000, including:

- > Annual transcription savings of \$160,000
- > 8 FTEs reduced in medical records, saving \$246,000/year
- > Increased receipts due to more accurate coding by \$225,000
- > MSO income of \$225,000
- > Clinical research income of \$350,000