

# Don't Be ~~Are You~~ Sorry You Went Into Primary Care?

Our profession is experiencing profound challenges. There are so many attacks, coming from so many directions, that it is tempting to throw in the towel and find another profession. The government and industry would love to solve our problem by dissolving fee for service medicine into a socialized 'welfare' program. Society will demand it if we can't regain control of escalating health insurance costs and perceived quality of care issues. If you think managed care is bad, just wait. But perhaps there is a solution.

Until recently, our primary care clinic was suffocating like everyone else. The complexities of insurance and Medicare requirements had made it impossible for us to keep up with the mountains of paperwork. Each year we worked harder, yet took home less. Then we took a deep breath and plunged into the cold, dark waters of technology. We're happy to report that we didn't drown. In fact, it wasn't bad at all. Since we underwent this transformation, all of our doctors and staff have been happier and more productive. We no longer search for charts. Our superbills are correct the first time. Overhead has decreased, reimbursements have increased, and denials have dropped. Our practice is a real life success story.

We have become true believers in a company called e-MDs. The company seems relentless in its pursuit of perfection, and over the last five years their products have matured, becoming nothing short of remarkable. In our group, annual physician income is up over \$50,000 since we went paperless... and we've just scratched the surface. As our staff and doctors become more proficient, we believe we will be able to drive those numbers even higher! Our PAs now make as much as many family doctors. Medicine is fun again. We spend far less time charting and can go home on time. Electronic medical records, and e-MDs topsSuite solution in particular, increase practice revenue, lower overhead, and make the entire staff grateful for a lightened workload. Plus, we can afford to pay our staff the salaries they deserve! Perhaps most important of all, patient care is better. Our research has backed up our decision to go with e-MDs. We believe there is no better product, no better value, no more clinician-friendly software or pro-physician company than e-MDs. Would we go into primary care again? Probably not if we still had to rely on paper charts. Now, with our 'practice of the future', we can honestly say we have rediscovered the joy and privilege of practicing medicine.

## The Medical Staff at Northwest Diagnostic Medical Center Cedar Park, Texas



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With over 7,500 facilities using one or more products, e-MDs was rated #1 in the AAFP/Microsoft vendor analysis for database design and the customer satisfaction metric "I got my money's worth."

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