

# UNDER DEVELOPMENT:

## Direct Outbound Faxing, Integrated Forms, and Our Latest Release 2018 MARKS THE RELEASE OF SOME LONG-AWAITED FEATURES THAT WILL HELP YOU ON YOUR QUEST TO GO PAPERLESS

Welcome to the new year and our third edition of the Under Development series. We want to help you start 2018 right, so grab yourself a cup of coffee and make sure you're seated because these updates are liable to knock you off your feet.

### Release of the Direct Outbound Faxing Add-On

It's incredibly busy inside of a private practice clinic. Patients are coming in and out so often that you might as well install a revolving door. Your therapists haven't even finished treating a patient before their next appointment arrives. And the office manager's phone is ringing so often that you can still hear the shrill, high-pitched tone hours after you've left the clinic. So, when you need a way to quickly send a document to a patient's physician or adjuster, you can't always afford to print it out, walk over to the fax machine, look for the phone number, type it in, and stand around while you wait for it to send. What you really need is a way to send it with the click of a button.

After months of development, Practice Perfect is ready to release its direct outbound faxing integration to the world. Built from the ground up, this new add-on enables you to send any document that you could print — whether it be a progress note, an evaluation, a report, or any other document — electronically via fax. Cover pages are prepared automatically, there are no phone numbers to look up, and the communication is recorded in your contact log.

"We believe that our new direct outbound faxing integration is going to change the way that clinics do business," said Steve Presement, founder and president of Practice Perfect. "An integration like this has the potential to dramatically improve the day-to-day operations in your clinic by streamlining processes and taking time away from one of the more monotonous tasks."

The integrated faxing integration is available now. To learn more about how to start using this feature, please visit: [practiceperfectemr.com/addons/faxing-service/](http://practiceperfectemr.com/addons/faxing-service/).

### Online Intake Forms

Many of our clients are continuing to make use of our new online intake forms functions. Rather than waiting for patients to complete forms during their appointment time, clinics can create web-based versions of their registration info forms, medical history forms, and consent forms.

The online intake forms can be shared with your patients in a number of ways. You can open them up on an iPad or tablet and hand them to your patients to complete when they arrive in your clinic, or you can send your patients a link to the form and they can complete it before they even set foot in your office. But what happens with the completed forms?

Completed forms are automatically sent to your clinic's email. From there, it's incredibly easy to upload them to your patient's client record for safekeeping

— and it will become even easier in phase two of the online intake form when completed and signed documents will be automatically sent directly to Practice Perfect.

For more information about this feature, please visit: [practiceperfectemr.com/addons/online-intake-forms](http://practiceperfectemr.com/addons/online-intake-forms).

### Continued Updates to the Software

As you know, all of the updates to Practice Perfect are covered by your monthly fee. And keeping up with the latest industry trends and enhancing usability requires we release these updates on a regular basis. Today, we are on version 490, and here are a few noteworthy changes:

- The "Patient Fall-Off Report" now allows you to list patients' "Discharge Date," "Birthdate," and "Division."
- We've added a red bar to indicate the current time in the "Scheduler" — it can be toggled on or off.
- There's a "Progress Note" setting that prompts users to update the patients' "Goals" when working on a new "Progress note."
- We've made further modifications to the new client statements.

To get a hold of version 490 today please contact the support department for assistance at: [support@practiceperfectemr.com](mailto:support@practiceperfectemr.com).

# How I Stopped Relying on Physician Referrals and Doubled My Revenue

My name is Chad Madden, and I'm the owner of Madden Physical Therapy in Harrisburg, Pennsylvania. I've been a physical therapy practice owner since 2003, and over the course of the past 15 years, I've learned how to stop counting on physician referrals to fill my calendar. But I'll be the first to admit that it wasn't always easy.

In the early days of practice ownership, I used to panic. There were four physician-owned PT practices, three hospital systems employing more than 70 percent of local referral sources, and two of the largest PT corporations in the country all headquartered less than 13 miles from my office. And with all of this competition in our immediate area, I wasn't sure that we were going to make it.

When I first opened my private practice, the only way to grow business was by acquiring new patients through physician referrals. But experience has taught me (and most other practice owners) that relying on physician referrals alone is a dangerous game. This is particularly true when an area experiences all of the health care changes that we have.

Since then, I've learned that there are three potential target markets for referrals.

1. Physicians, nurse practitioners, and other health care providers.
2. Past and present patients.
3. The general public.

In 2008, we started to notice a decline in our physician referrals due to some major changes in our local health care system. To cope with that, we implemented automated systems for our past and present patients, and we began attracting a steady stream of reactivated patients and referrals. But we still weren't doing enough to attract the general public, so I decided to shift my focus.

I've now learned that the absolute best way to attract patients from the general public is through workshops. Here are three steps that need to happen for a workshop to be successful.

1. Get the room filled. Put people in seats.
2. Convert workshop attendees to scheduled appointments for an exam.
3. Convert those who schedule an exam to a full plan of care.

Over the years, we've mastered the art of hosting these workshops. We've even reached a point where we've created a new business — **Breakthrough PT Marketing** — the goal of which is to share our secrets to success with other

private-practice owners who want to stop relying on physicians for their referrals.

We also know that Practice Perfect's software has been fine-tuned to help you fill your calendar. And when you combine their software with the lessons in our workshops, we're confident that you can take your practice's growth to new heights.

Today, there are more than 650 ambitious practice owners who are successfully applying our strategies. Among them is a clinic owner who increased the number of average weekly visits from 125 to 225 (55 percent) over the course of a year. In another case, a practice owner invested \$2,500 in advertising for one of her workshops, and she was rewarded with 35 new patients. But the biggest takeaway here is that practice owners are routinely hosting workshops and filling their calendars without relying on physician referrals.

To learn more, head over to [breakthroughptmarketing.com/workshop](https://breakthroughptmarketing.com/workshop) or give us a call at (951) 537-7753.

We look forward to helping you double your revenue, too!

Yours truly,

*-Chad*

## MEET CARRIE, Our Stellar Application Solution Specialist!

At Practice Perfect, we pride ourselves on providing an easy-to-use, comprehensive EMR solution. But we also know that when you're dealing with such a robust platform, it can be challenging to master all the ins and outs of the software. Luckily, we've got Application Solution Specialist Carrie Hardowa in our corner, equipping our clients with all the tips, tricks, and fixes they need to keep their clinics running without a hitch.

Since the very beginning of her now seven-year tenure with the company, Carrie has been instrumental in the Practice Perfect client experience. Her keen eye for detail, coupled with her unbridled enthusiasm and warmth, brightens the day of everyone she speaks to. When people

come to her with questions, not only does she find the answers in record time, she leaves them a little more chipper than they were before.

For her, the greatest joy of the job is interacting with clients. "We get to meet great people," she says, "Just the kindest, most patient clients imaginable. It's a pleasure to speak to them!" Besides that, she loves the constant challenge and novelty her work throws at her each and every day. "It's always different. You never know who you're going to meet and what interesting conundrum you're going to run into."

When she's not fielding calls from her home office, you can often find Carrie spending time with her husband and 4-year-old son, and she's



also sure to be outside enjoying any sunny weather that comes her way. "Ideally, I'd love to be surfing every single day of my life," she says. "But that's a little hard up here in Canada."

Whether Carrie's out catching waves or helping clients come to grips with their software, we're thrilled to have her on our team.

# ENROLL IN PRACTICE PERFECT UNIVERSITY TODAY!



Do you have new staff members who need to learn how to use Practice Perfect? Are you worried that you're not making the most of our application? Or are you just hoping to refresh your memory on some of the different features? There's a good chance that Practice Perfect University has the answers you're looking for.

Over the past couple years, we've been growing our collection of tutorial videos. Ranging from topics like "How to Install a Workstation" to "How to Apply Unapplied Payments," Practice Perfect University has videos for everyone, regardless of your skill level. In fact, our tutorial videos are even being used by our new staff members who are learning about the software for the first time.

"Practice Perfect is such a robust software, and there's a lot to learn for any new user," said Elle Cameron, Practice Perfect's newest employee. "But after spending a little time in Practice Perfect University, I feel like I know the program inside out. The 'QuickStart Guide' playlist, in particular, provided me with a solid foundation that I continue to build upon every day."

Practice Perfect University divides its focus between two things: setup and processes. In terms of setup, many of the videos deal with how to customize the software to your liking. For instance, "How to Customize the Scheduler" shows you how to create colored appointment cells and change your hours of operation. Meanwhile, more involved process videos, like "How to Create Daily Progress Notes (SOAP Notes)" spare no detail on how to make the most of this much-loved feature.

So, if you feel like you're due for some training, come take a peek at Practice Perfect University. There are more than 60 videos and a ton of written articles that are bound to sate your appetite for knowledge.

To easily access Practice Perfect University from within Practice Perfect, just click the 'Help' menu at the top of the screen, or head over to [www.practiceperfectemr.com/learningcenter](http://www.practiceperfectemr.com/learningcenter).



# TIPS AND TRICKS:

## ENABLING THE AUTO LOGOFF FEATURE

The number of people who can log in to Practice Perfect at the same time is determined by the number of concurrent users in your license. But on occasion, some users have found that they'll receive an error message stating that all of their licenses are already in use, even though they're not — or are they?

It isn't uncommon for people to forget to log out of Practice Perfect when they leave the office for the day. And by remaining logged in, they're still considered a concurrent user and needlessly tying up one of your licenses. Fortunately, there's a relatively easy fix for this.

We've created the "Auto logout after 15 minute(s) idle time" function to help you avoid this issue. When a user leaves their computer unattended for a specified number of minutes, the system can automatically log them out from Practice Perfect, effectively freeing up one of your licenses.

To enable this feature, select "Settings" and then "Other Settings" from the menu bar at the top of the screen. Then, click on the "Security" tab. You'll notice the field titled "Auto logout after X minute(s) idle time." Input the number of idle minutes you'd like to wait before the user is automatically logged out.

Upon enabling this feature, you might find that your staff no longer receives error messages about all of your licenses being in use. And if they're still receiving the error message on a routine basis, then it might just be time to add some more concurrent users!



- This Year, Go Paperless
- How I Stopped Relying on Physician Referrals and Doubled My Revenue
- Meet Carrie, Our Stellar Application Solution Specialist!
- Enroll in Practice Perfect University Today!
- Tips and Tricks: Enabling the Auto Logoff Feature
- Webinars: The Practice Perfect Reporting Primer

## THE PRACTICE PERFECT REPORTING PRIMER

Are you having a hard time figuring out which patients haven't rebooked since their initial evaluation? Can you recall the last time Dr. Jones referred a patient? Do you feel like one of your therapists isn't treating as many patients as they could be? You can find the answers to all of these questions and more using Practice Perfect's integrated reports, and we're going to show you exactly how they work.

Introducing the Practice Perfect Reporting Primer webinar series.

Beginning in late January, we'll be hosting monthly webinars discussing the reports we've designed to help you keep a finger on the pulse of your clinic. Learn more about how to extract the vital clinical, operational, and financial data that is key to your clinic's success.

To register for the Practice Perfect Reporting Primer webinar, email [michelle@practiceperfectemr.com](mailto:michelle@practiceperfectemr.com) today!

- Wednesday, Jan. 24, 2018, from 12–1 p.m. ET
- Thursday, Jan. 25, 2018, from 3–4 p.m. ET
- Wednesday, Feb. 1, 2018, from 1–2 p.m. ET

