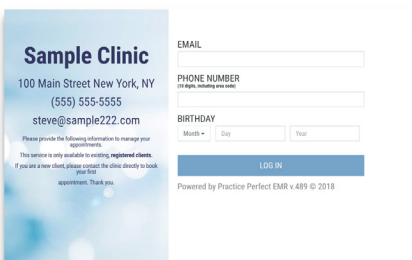# THE practice perfect PRESS

UNDER DEVELOPMENT:

PATIENT SELF-BOOKING GETS A MAKEOVER, FAXING SERVICES TAKE FLIGHT, AND WE INTRODUCE AN EXCITING NEW PLATFORM

Welcome to the fourth edition of our Under Development series. We hope that your year is off to a great start. In the March/April edition, we'll be taking a peek at the redesigned patient self-booking add-on, providing an update on our integrated faxing service, and hinting at an entirely new platform focused on patient engagement. Buckle up, because we're about to go for a ride.

A New Look for the *Free* Patient Self-Booking Add-On

In 2018, businesses are shifting toward self-service kiosks that have no direct contact with staff members. A trip to the airport often involves standing at a machine, scanning your passport, and ticking some boxes on a touch screen. Similarly, a simple visit to the movie theater will likely have you collecting your tickets from a kiosk rather than from a person behind the counter. And in rehabilitation clinics, patients can now book their appointments on their own without ever calling your facility and speaking with someone — our **free** patient self-booking add-on allows them to do just that.

Patient sign-in page pictured above.

The patient self-booking add-on is a white-label solution that enables your patients to schedule appointments on their own. You can even feature your company logo on the webpage. But in essence, we're providing you with a webpage where your patients book appointments on their own. You may then coordinate with your website provider to have the patient self-booking add-on featured in the form of a "Book Now" button or something similar. But what happens once the appointments are booked?
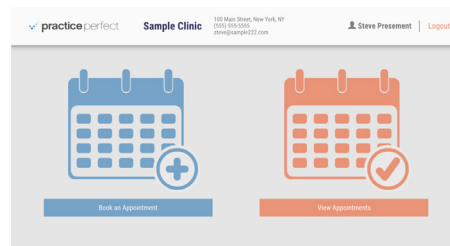
Book a new appointment or view upcoming appointments.

When a patient schedules an appointment in the self-booking add-on, it can be automatically added to your schedule, or you can have it enter a queue so you can approve it before it becomes a part of your schedule.

Currently, this feature is only available to existing clients, but soon, new patients will be able to schedule appointments using the patient self-booking app, too!
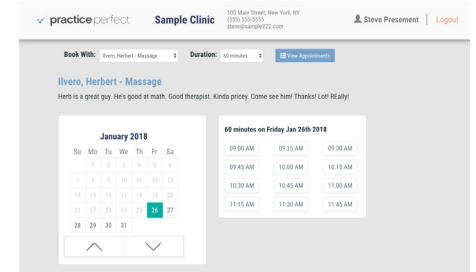
Select a provider, a duration, and a date to see all of the upcoming availabilities.

Reminder: there is no additional cost for enabling this feature! Just contact the support department today to get started.

Practice Perfect Faxing

You've probably heard about our new integrated faxing service by now. Priced at 5 cents per page, this add-on enables you to fax documents from directly within Practice Perfect without the need to print them out and idle by the fax machine.

When you consider the price of paper, the fact that you're tying up a phone line, and the wage your staff is being paid to stand around a fax machine, integrated faxing through Practice Perfect is a no-brainer.

Our first batch of users have been successfully onboarded and are taking a giant leap toward going paperless. If you, too, would like to begin faxing documents from directly within Practice Perfect, contact us today to learn more.

The 'Submerged Payment'
And What It Can Mean for Your Practice

Practitioners know that mixing the business side of health services and the delivery of quality care is a delicate balance. In most practice settings, patients are somewhat vulnerable and very much focused on seeking treatment. These are scenarios where the "submerged payment" can be a best practice for physical therapists, speech pathologists, and a host of other health care professionals.

What is a submerged payment? Submerged payments are a set of technologies that decrease the intrusiveness of paying for services. Consider a typical therapy session in which, at some point during the visit, billing and collections must enter the conversation. It's invasive and awkward. But submerged technologies, tethered to your integrated payment system, make it easier to collect payment. Here's how:

- **Set Up Recurring Payments.** Since many health services occur on a predictable schedule, practices can maintain cards on file for these repeat transactions, with automatic card data updating to prevent declined transactions.

- **Patient Forgot Their Card? No Problem!** By using an integrated payment solution, you needn't worry if your patient left their payment method at home. You can securely store their payment information so they don't have to swipe their card every time they make a payment.

- **Maintain One Point of Entry.** An integrated payment solution simplifies the payment process not only for your patients, but for your staff, too. A payment processor that is tied to your PMS ensures no double entry and a significantly smaller margin of error. This also drastically reduces the day-end balancing process.

These are only a few examples of submerged payments. With the advent of new mobile technologies, more will certainly come online in the years to come.

You're probably not accustomed to thinking about how the payment features integrated into your practice software can have a meaningful, positive impact on your office operations. Yet, using smart payment functionality to streamline the patient experience can be a true "value add" for your office, leading to happier and more loyal patients in the long run.

Learn how the OpenEdge payment solution integrated in Practice Perfect can help you better serve your patients by contacting your payments specialist at 800-637-8268 or start now at openedgepay.com — just be sure to mention that you're a Practice Perfect customer.

Now through March 31, 2018, new customers will receive one EMV-capable hardware iPP320 at no cost!

MEET HEATHER,
Head of Our Training Department!

When a new client decides to implement Practice Perfect EMR, they're taking a giant leap toward running a more efficient practice. Still, in the early stages of adopting an unfamiliar, feature-rich program, it's easy to become overwhelmed. But our clients needn't worry — our head trainer, Heather Crosskill, is here to guide each of our wonderful new users through the software step by step.

Heather has been with us since the launch of Practice Perfect, way back during the days of Y2K. Prior to joining the team, Heather worked as an office manager at a private practice PT clinic before managing the administration across a large chain of clinics. This is where she was introduced to EMR for the first time. From her experience as a user, Heather is able to anticipate the needs and issues of our clients, giving crystal-clear instructions to users of in order to maximize the benefits they receive from the platform.

"I love helping our clients find solutions to problems in their clinic through using our application," Heather says. "I'm constantly showing them workarounds and different ways to accomplish key tasks that will reduce the number of repetitive tasks they have to do. Our system is robust, so there are a lot of different ways to do things." Heather prides herself on being able to find the best procedure to match each client's needs.

Outside of work, you can usually find Heather on the golf course or watching soccer games. Though she only started golfing a few years back after taking private lessons from a neighbor, it's become one of her favorite pastimes.

Heather's patient, analytical mind has helped her guide hundreds of clients to new heights of efficiency and simplicity in the rehabilitation world. We're lucky to have her on our team, and frankly, so are our clients!

REFER A FRIEND AND EARN $200!

At Practice Perfect, we love our clients. That's why we take every opportunity to thank them for their business. We want to let them know just how grateful we are to be their EMR and practice management software of choice. And if a client responds with a kind word or even goes so far as to refer a friend or colleague, that duly reminds us that we're on the right track.

With that in mind, we're excited to announce our Practice Perfect Referral Program! If you decide to spread the word about Practice Perfect to a friend or colleague, and they decide to join us, you'll receive a $200 Amazon gift card after their third paid month. Consider it a small token of our appreciation for all of our clients who enthusiastically recommend us to their peers. We simply couldn't do what we do without you.

If you feel that Practice Perfect has had a positive impact on your clinic, and you know a friend or colleague who wants to enhance their work flow, just give us a call at **1-800-291-5260** or email **Info@PracticePerfectEMR.com.** We'd love to hear from you!

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A Brand-New Platform for Patient Engagement

Patient engagement is more than a buzzword — it's a way of running your practice. But keeping your patients invested in their recovery process when they're outside of the clinic isn't easy.

Now, imagine there's a way to spark a text message conversation with a patient without ever touching a phone. If it's a new patient, you could assign them an entirely automated and customizable message plan that's related to their first visit. If it's a patient who's been discharged recently, your message plan will automatically follow up with them and ensure they're on the path to recovery. And if it's a reactivated patient, you can create a custom message plan welcoming them back to your clinic. Wouldn't that be nice?

We're expecting to officially announce our brand-new platform by the early summer, but until then, keep your eyes peeled for updates about this game-changing service.

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- Take a Look at Our 3 Exciting New Developments
- Learn About the 'Submerged Payment'
- How Heather Crosskill Guides New EMR Users to Success
- Refer a Friend and Earn $200!
- Webinars: The Latest and Greatest Add-Ons!

WEBINARS: THE LATEST AND GREATEST ADD-ONS!

Practice Perfect is your one-stop shop for all of your billing, scheduling, clinical documentation, and practice-growth needs — but the fun doesn't stop there. In our new webinar series, we'll be covering some of the latest and greatest Practice Perfect add-ons.

If you're ready to retire your old fax machine, you'll have a chance to see how our new integrated faxing function works. If completing patient intake forms is eating into your treatment time, you can learn more about our online intake forms. And if you want to offer your patients a way to schedule appointments on their own time, you'll be privy to a guided tour of our free patient self-booking add-on. Finally, if you'd like to retire your hand drawings and move up to an integrated home exercise application that delivers video right to your patients, come learn about Physiotec!

To register for the Practice Perfect Reporting Primer webinar, email **michelle@practiceperfectemr.com** today!

- Friday, March 23, at 12 p.m. ET
- Tuesday, March 27, at 1 p.m. ET
- Tuesday, April 3, at 3 p.m. ET

4 support@practiceperfectemr.com