



Dragon® Medical

Jackson Purchase Medical Associates Uses Dragon Medical With Enterprise EHR from Allscripts® to Significantly Enhance Their Practice

Jackson Purchase Medical Associates (JPMA), Paducah, Kentucky, comprised of Internal Medicine Group, RediCare, Western Kentucky Kidney Specialists and Paducah Endocrinology, is committed to becoming the preeminent provider of the highest quality care possible, both intellectually and technologically, in Western Kentucky. Holding true to this commitment, JPMA now uses Dragon Medical, from Nuance, within their Enterprise EHR, from Allscripts®. JPMA is a physician-owned, multi-specialty practice with 17 physicians, all using Dragon Medical speech recognition. Since implementing Dragon Medical, JPMA has seen a significant decrease in transcription costs per provider, an increase in confidence of coding accuracy, and increase in patient satisfaction and referrals.

Paper-Based Workflow

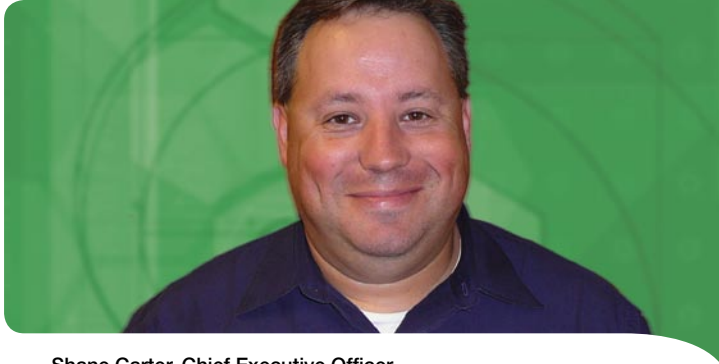
Prior to implementing Dragon Medical, the workflow at JPMA was very cumbersome. The clinical documentation method was completely paper-based. Dr. Steven McCullough, Nephrology, indicated that there was a pressing need to change to an electronic clinical documentation method. “The paper system resulted in worthless data. There’s nothing you can really do with that data; it isn’t mineable or trackable,” said Dr. McCullough. Additionally, the rising costs associated with transcription and tracking patient records, costing individual physicians upwards of \$15,000 annually, were adversely impacting the practice’s bottom line. Furthermore, JPMA strove to boost patient satisfaction ratings as well as increase referrals.

Solution

Lead by CEO, Shane Carter, a plan was devised to implement an electronic health record, Enterprise EHR from Allscripts. “I knew that we would not be able to compete in the future if we were not operating in an efficient, low labor-

Highlights

- Multi-specialty practice with 17 physicians, all using Dragon Medical within Enterprise EHR
- Physicians are completely mobile, using tablet PCs and wireless microphones to document patient encounters
- Physicians are achieving speech recognition accuracy rates of more than 98%
- Notes are now turned around instantly
- Annual transcription cost savings of \$170,000 to \$255,000 since adoption of Dragon Medical
- Significant increase in patient satisfaction ratings and referrals since implementation
- Practice is well positioned for future growth



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

intensive environment,” said Carter. Carter knew that an electronic health record, combined with speech recognition, would provide the efficient environment the group was looking for.

In order to maximize the return on investment of Enterprise EHR, Carter ascertained that Dragon Medical would not only provide an important tool to promote physician usage of the EHR, but would also completely eliminate rising transcription costs. The coupling of the two solutions was championed by Dr. McCullough. “Since I had some experience incorporating Dragon Medical with an EHR, when we implemented Enterprise EHR, right off the bat, I wanted to implement speech recognition,” stated Dr. McCullough.

Roll-Out

Mark Brueggert, IT Specialist, indicated that rolling out Dragon Medical within Enterprise EHR was seamless. “Dragon Medical requires little support and the two applications work very well together,” said Brueggert.

Dr. McCullough and several other physicians began using Dragon Medical immediately within Enterprise EHR. “It was a really nice transition for my colleagues,” said Dr. McCullough. “The momentum and excitement regarding Dragon Medical started to build, and the news traveled around to other physicians.” Due to the immediate successes the early adopters were attaining, Carter decided that he was going to provide direct financial incentive to encourage the use of Dragon Medical within the practice. Carter decided that if any

“When you’re using Dragon Medical and entering narrative thought in a note, it adds a lot of quality to the note.”

physician wanted to utilize transcription, that was going to be an itemized expense for that physician. This tactic immediately persuaded the other physicians to join in. Although many were resistant at first, they quickly became accustomed to using Dragon Medical in their daily work. “It was very usable from the first day,” said Dr. Ryan Frazine, Internal Medicine.

Value of Narrative Dictation

Currently, every physician at JPMA, and a few nurses, use Dragon Medical on a daily basis to document patient encounters. “Although Enterprise EHR is an exceptional product, you can’t possibly make a template to cover every situation and scenario,” said Dr. McCullough. Dragon Medical facilitates the free form narrative dictation that is necessary to ensure complete documentation. Sections such as History of Present Illness, Assessment, and Plan are easily dictated with Dragon Medical. “The Plan is the most important piece of the document; you want the physician’s thoughts within your plan...Dragon Medical has allowed us to do that,” said Dr. McCullough. Dr. Frazine concurs, “When you’re using Dragon Medical and entering narrative thought in a note, it adds a lot of quality to the note. The referring physicians have specifically commented on how complete the notes are that I send.”

Coding with Confidence

Complete records also have led to more confidence in accuracy of coding. Having narrative dictation to essentially explain why a certain code was attributed to a given patient encounter optimizes ability to code with confidence. “The narrative dictation allows you to create a complete dataset that you need to backup the level of coding,” said Dr. Frazine.

Rapid Document Completion

Brueggert created several macros for JPMA, which could be initiated via a simple voice command. “The macros have saved

“Our specialty physicians take great pride in completing the notes and sending the notes to primary care physicians before the patients actually leave the office.”

us hours of time within our days,” said Dr. McCullough. “Macros are a very, very powerful tool.” This time saving tool, coupled with instantaneous turnaround time, has allowed Dr. McCullough and his colleagues to spend more time with patients. This, indicated McCullough, causes the “patients to leave very very satisfied.” Carter echoed this sentiment for the entire group, “Our specialty physicians take great pride in completing the notes and sending the notes to primary care physicians before the patients actually leave the office.”

Satisfied Patients

Patient satisfaction ratings throughout JPMA rose after implementing Enterprise EHR and Dragon Medical. “If you look at my data on patient satisfaction, it’s tremendous. If you have happy patients they’ll go back to their primary care physician and say how great their experience was, and that, in turn, comes back to more business.” Due to increased patient satisfaction, Dragon Medical — coupled with Enterprise EHR — has led to a significant increase in patient referrals across JPMA. “Now we have instantaneous



**Dr. Steven McCullough, Nephrology,
Jackson Purchase Medical Associates**

Challenge: Transform a cumbersome paper-based documentation method to an electronic health record, while dramatically decreasing transcription costs, ensuring confidence of coding accuracy, and increasing patient satisfaction and referrals.

Solution: Implement Enterprise EHR and Dragon Medical as part of a completely electronic workflow.

Results: All 17 physicians use Dragon Medical within Enterprise EHR and are completely mobile with their dictation, using tablet PCs, and wireless microphones to document patient encounters. Physicians are achieving speech recognition accuracy rates of more than 98% and notes are now turned around instantly. Annual transcription cost savings of \$170,000 to \$255,000 have been realized since adoption of Dragon Medical. There has been a significant increase in patient satisfaction ratings and referrals since implementation, positioning the practice very well for future growth.

turnaround time and that has been a huge boom to our business. [Prior to implementing Dragon Medical and Enterprise EHR] We were getting maybe five referrals per month in my office, but last month we had 70 referrals,” noted McCullough.

Toward the Future

Significant growth in referrals has led to the anticipated addition of several physicians in the near term. Carter indicated that JPMA is in an excellent position to continue to grow well into the future. “If you look at physician practices nationwide, they’re all feeling the same crunch — expenses are going up, revenue is going down — the physician is getting squeezed in the middle.” Carter mentioned that by eliminating transcription, “We’re basically talking about handing the physicians a 10 or 15 thousand dollar raise every year. Who wouldn’t want that?” In a 17 physician practice, this translates to a group transcription savings of \$170,000 to \$255,000 annually, which dramatically impacts their bottom line, and further positions the practice for an extremely positive future.

For product information please visit Dictaphone Healthcare Solutions at www.nuance.com/dictaphone or call 888-350-4836.

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