

Central Ohio Primary Care Physicians (COPCP)

The Challenge

COPCP, a healthcare organization of primary care physicians, is committed to providing the highest quality of healthcare available to patients. As a result, the goal of the organization was to find an EHR supplying the best value, with the utmost ability to become a partner in health.

The Solution

eClinicalWorks' comprehensive EHR solution met the needs of COPCP, allowing the clinical side to communicate with the business side of the organization, with one efficient back-end process. With the system, providers are more efficient in seeing patients, maximizing the number of visits a practice can see in a day, while still providing quality care.

The Results

After implementing over 1,000 employees, 200+ physicians, and 45 offices with eClinicalWorks in 11 months, COPCP now has the ability to create customizable templates for progress notes and medications, and has experienced improved workflow and efficient processes.

Practice Overview

Central Ohio Primary Care Physicians (COPCP) is a healthcare organization of primary care physicians, with 220 providers and 45 office sites throughout Central Ohio caring for 300,000 people. As the second largest physician-owned, primary care organization in the United States, its doctors are free to focus their time on what they do best, keeping you and your family healthy. The organization offers endocrinology, family practice, pediatrics, internal medicine, ancillary and radiology services, cardiology, full-service laboratory, and a hospital group. COPCP offers the opportunity to engage patients at both provider and hospital sites, where continuity of care is vital. The organization remains committed to providing the highest quality of healthcare to the patient.

"The goal of COPCP is to care for those patients who have entrusted their care to our physicians."

Dr. Bill Wulf, CMO of COPCP

EHR Selection

In 2006, COPCP determined as an organization to implement an EHR, however, after a few years the system had been out grown. In turn, COPCP searched for a new EHR by examining eight vendors. To ease the process and qualify the vendors, COPCP created a grading rubric based off of the organization's needs. The goal was to find one database, with both clinical and practice management tied into one system

eClinicalWorks (eCW) was the vendor of choice, supplying the best value, with the utmost ability to become a partner in health.

"From the very beginning, the one thing I really wanted from an EHR vendor was a partner. I kept emphasizing that I want a partner; I don't want to buy a product. I liked eCW because it was committed to the concept of the partnership for primary care physicians," said Robert Strohl, Director of Health Informatics for COPCP.

The prior EHR system failed to integrate or communicate the management side with the clinical side of the organization, which

led to problematic issues with the billing and medical services. Divided into two systems with multiple inefficiencies, the goal of implementing eClinicalWorks was to remove those failures, allowing the clinical side to talk to the business side, with one efficient back end process. Overall, eCW was receptive to all of COPCP's needs and was willing to create specific templates for the staff and providers.

Implementation/Migration

COPCP implemented the comprehensive EHR for all employees and physicians in only 11 months and almost immediately began preparing for meaningful use. The implementation was challenging because of the tight deadline to meet meaningful use standards within a year. Another difficulty was the logistics of implementing over 1,000 employees, 200+ physicians, and 45 offices within the time frame.

"We survived those 11 months because of the partnership and the collaborative effort between eClinicalWorks and COPCP," said Robert Strohl, Director of Health Informatics for COPCP.

In order to increase the odds of success during implementation, in addition to the collaborative effort with eClinicalWorks, COPCP conducted a test run consisting of five pilot sites set-up with eClinicalWorks, four months prior to the full go-live date. The test gave the organization an invaluable opportunity to practice on the new system.

"It's difficult to have over 1,000 employees adopt a new system. eClinicalWorks has made it much easier because of its level of involvement allowing us to get to the point we are today. There was always someone there and we never felt like we were alone on an island, implementing such a large project within COPCP."

Scott Reinard, CFO of COPCP

All 220 providers in COPCP were implemented at once, employing the big bang approach. The technique was a big undertaking; however, eCW provided adequate training from day one, making the process as seamless as possible. In the end, adoption took a year, from start to finish, with a dedicated project manager from eCW working directly with COPCP, sitting on weekly calls and assisting through every aspect of implementation. With a large number of individuals implementing at once, COPCP chose to have additional eCW staff on-site during the go-live at all the practice sites, providing the necessary support for a new EHR system.

Enterprise Implementation Specialist (EIS)

Enterprise Implementation Specialists (EIS) are experienced individuals





designed specifically to provide an on-site presence of a domain expert during the course of implementation and beyond. COPCP utilized three EISes to assist throughout its implementation process, and with paramount success, each individual's stay was extended.

"Any organization, no matter its size, should consider, if not mandate, the EIS program. These people were highly invested in our success and became our partners, feeling our pain and wanting us to do well. They could reach out to the right people very quickly and get things done in a short period of time," said Strohl.

The specialists served as an integral part of COPCP's implementation team, uniquely qualified to better understand needs and translate those requirements to the internal eCW project team. In the end, all providers and staff were trained and educated thoroughly.

Enhanced Practice

Since implementing eClinicalWorks, information is much more visible to both the patients and providers. In addition, processes in the EHR are more streamlined and easier to use through the use of templates, easing the access of a well-child or sick patient template and personalization per patient for the day's visits.

Providers are now more efficient in seeing patients, maximizing

"eClinicalWorks offers great integration between all of our sites."

Jenni McConaughy, Practice Manager COPCP-Family Medicine & Pediatrics at Winchester Square

the number visits a practice can see in a day, while still providing appropriate care. COPCP wanted the patient experience as quick and enjoyable as possible, in comparison to other offices where patients spend countless hours waiting for a primary care visit. Since implementation, practices are seeing on average 5-10 additional patients each day. Further enhancing the experience, providers now have the tools to access and review patient records while away from home and the office. With eClinicalMobile, providers who are out to dinner can check schedules, telephone and web messages, and examine lab results all from their smart phone. COPCP will also utilize healow Messenger, the appointment reminder system, and the Patient Portal.

Patient Involvement

In today's society, people expect and thrive from having more access to information on the Internet. These needs are extending into healthcare, with patients gaining more access to personal health records. As a result, COPCP utilizes the Patient Portal to enhance patient education and to improve the ease of access for patients. The portal allows patients to view their medical record, directly communicate with the office, view and access labs, request appointments, and access medication refills. Parents have the ability to view their child's vaccination record and

when he or she is due for a follow-up visit. In addition, the tool improves patient education, allowing providers to post specific items to the Patient Portal. Patients appreciate the ability to review their visit at home and it reinforces what was discussed during the visit. Some COPCP providers have made it mandatory to sign up for the portal, with the intended goal of patients become more involved in their medical care, understand why certain tests are being ordered, and to make it easier to ask questions. Overall, the portal saves time and is convenient for both the patient and practice.

Front Office Improvements

Since implementing eClinicalWorks, COPCP has experienced multiple front office improvements including:

- Customizable templates for progress notes and medications
- Improved workflow
- Patient records available real time, allowing staff to answer patient questions instantly
- No documents being lost or errors occurring
- Efficient processes, providing improved quality of care for the patient
- Through healow Messenger, staff knows immediately if contact to a patient failed

eBO

Each practice within COPCP has the capability to view reimbursements for certain procedure codes, and subsequently report back to the corporate offices with recommendations through eClinicalWorks eBO. With the previous EHR, practices were unable to run reports at site level, instead receiving them through the corporate offices, which often took days to obtain. eBO allows the same reports to be available real time. Concentrating heavily on quality initiatives, requiring strong analytics, eBO supplies strong analysis of data. As a result, COPCP can chart its course successfully in terms of achieving quality healthcare, reducing costs, and improving patient engagement.

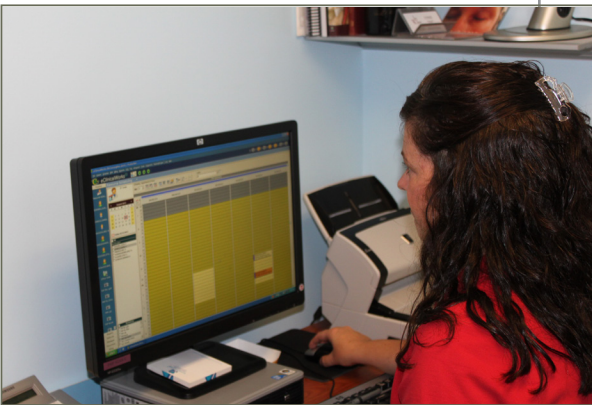
“I would highly recommend to anyone going through this process that they invest in learning how to use the eBO reporting effectively,” explained Strohl.

Support

Providers and staff at COPCP have experienced top notch support, beginning from the initial call, always receiving a concrete answer and solution from eClinicalWorks within 24 hours. Support works one on one with providers and staff to uncover a solution to resolve issues that may arise.

The support is part of the effective partnership, offering continuation of knowledge and growth of the system. If a physician is struggling with a certain aspect of the technology, my.eclinicalworks.com can be used to view issue tracking, educational documents, specific workbooks, webinars, and tutorials.

Meaningful Use & Patient Centered Medical Home (PCMH)



With a tight deadline in place after implementation, during the reporting period of October, November, and December, COPCP managed to achieve meaningful use for 96% of its providers. eClinicalWorks assisted by offering programs and trainings as well answering any related questions.



A crucial aspect in the partnership between eClinicalWorks and COPCP is the development of the PCMH module. Features in eClinicalWorks that support the goal of PCMH include: the ability to capture demographics, real-time clinical decision support, registry reporting, coordination or referrals, e-prescribing, managing labs and x-rays electronically, compiling a comprehensive electronic medical record spanning the continuum of care for every patient, as well as participation in local, regional and state-wide health information exchanges. Becoming a PCMH will also help the organization build strong alliances throughout the community. Currently, COPCP is quite involved in the initiative and by Q1 of 2014 the practice expects to have 45 sites as PCMHs.

COPCP's clinical efforts in the coming years will be focused on population management, developing the ability to extract from the EHR data required to identify high risk patients. COPCP will work in conjunction with eCW to reach out to the identified patients for the treatment of care. By the end of Q1 of 2014, COPCP expects all of its office sites to easily become Level 2 or 3 PCMH.