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Practice Profile Phase II

Prepared by the IBM
Medical Management Team

Is your office's
business practice
as good as its
medical practice?

**Evolving
Technology**

Phone

Phone

a member of the Medical Management

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**THE MEDICAL
PRACTICE
EXECUTIVE
FORUM**

Is your office's
business practice
as good as its
medical practice?

**Evolving
Technology
Assessment**
For Medical Practices

We can help you
ensure the
answer is yes.

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A better way to handle "information overload".

All over the country, precise, timely information exchange between patients, medical providers and insurers is essential to profitability and efficiency.

Coding and regulatory requirements are ever changing. And while electronic data interchange (EDI) for collecting insurance claims is attractive, unique accuracy and timeliness requirements make it complicated.

Without the right solutions, the result can be information overload, leading to costly, frustrating delays in processing forms and receiving reimbursements.

That's why having the right information resources to handle the overwhelming volume of communications is possibly the most important challenge medical practice managers face today.

Our IBM Medical Management Team's first priority isn't to sell you a particular computer or software program. Our focus is on identifying the solution you need to keep your practice running smoothly.



"The number one thing to consider is service, and IBM has the best service. If you have any problems at all, IBM is as close as the phone."

Kathy Lovin
Office Manager



"We knew that when we upgraded we didn't want to change (systems) - we were perfectly happy with the IBM systems."

Linda Broadhurst
Office Manager

Spend more of your time on the things that matter.

Certain aspects of running a practice never change - things like scheduling appointments and filling out forms. They can be the most time consuming part of the work day.

But this is also an area where many practices have been able to drastically streamline procedures.

The ultimate reward, in many cases, is easier access to information, better forms processing and more productive time spent on these functions. And that leaves more time for patients, administration, planning and other business issues.

You've never compromised on patient care.

More and more medical practices are taking their information systems beyond practice management and into the area of patient care. On-line access to medical records, hospital records, test results and other data can simplify your practice workload while providing a higher standard of care.

"Our computer system helps us make assessments as to how our business is working...and how we want our business to operate."



Paul Apyan, M.D.
Doctor