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# How to Optimize Clinical Productivity Through Outsourcing

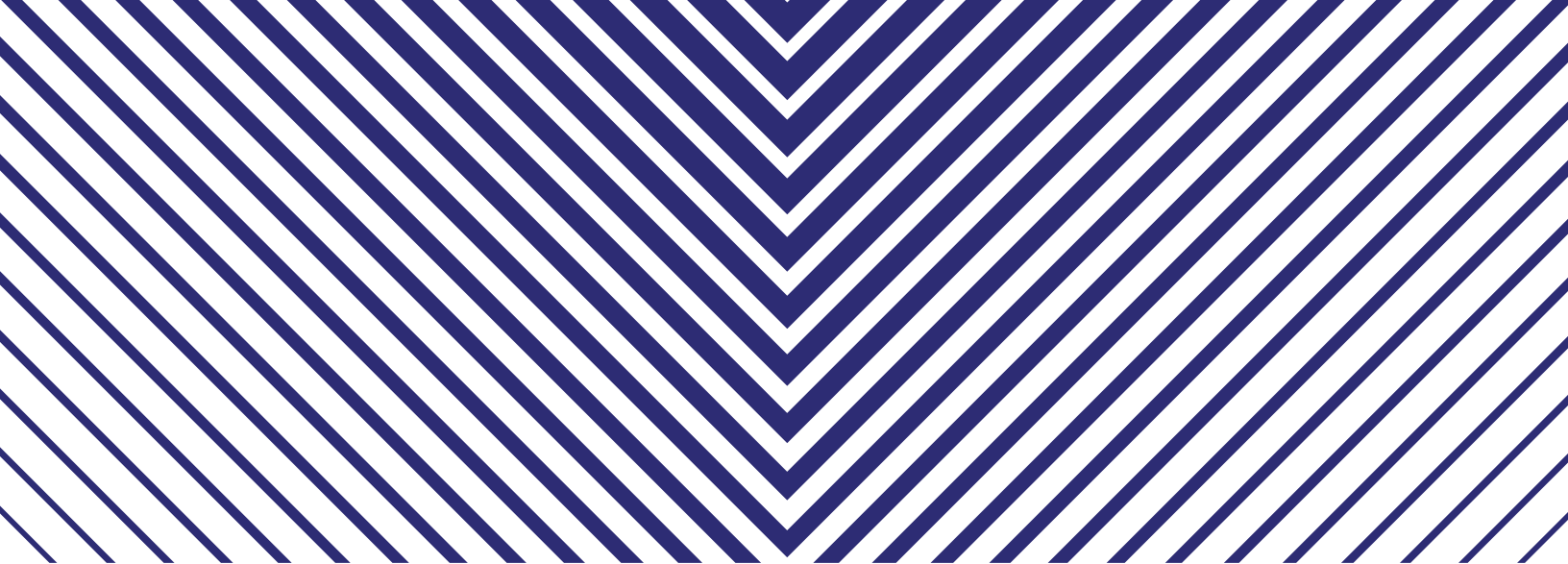
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# What is Outsourcing?

Outsourcing is the obtaining of goods or services from an outside or foreign supplier, especially in place of an internal source.

There are lots of reasons why businesses outsource their services, including but not limited to: revenue growth, operational efficiency, and expertise in specialization. Outsourcing has grown significantly in the past decade due to the increasing demand for highly *specific* services within almost every industry.

Today we see companies outsourcing for services that provide support and assistance to the central infrastructure of the company. This is no different for the healthcare world.

## Outsourcing in the Healthcare Industry

With the growth of technology and medical advancement, your physicians are being pulled in more directions than ever before. And with the increasing amount of workload practices, there's never been more of a need for outside assistance.

The most important function of a physician's office is to serve patients and provide them with the best possible care. Outsourcing your practice's services can help bring patient care back into focus while improving overall clinical productivity.

This guide will walk you through the benefits of outsourcing, different types of outsourcing services and how choosing a dedicated outsourcing company can benefit you and your practice.

# Benefits of Outsourcing

Now more than ever, physicians offices are seeing the advantages of outsourcing for their services.

Here are all of the ways outsourcing can boost clinical productivity in your practice:

## Lowered costs

Outsourced services are typically duties that would have otherwise been carried out by additional in-house employees. Medical outsourcing companies handle the hiring and training of their employees, saving you and your practice money.

In addition, outsourcing services serves as a springboard to boost profit margins which saves money in the long run.

## Specialization

Many of the duties expected of physicians and their medical staff require intricate attention to detail. Outsource providers are specialized and highly skilled in their craft, meaning their tasks are done efficiently and effectively.

## Fewer errors

Outsource providers, since they are specialized in their line of work, are focused solely on the task at hand. Things like medical billing and updating patient health records require full attention and complete accuracy—a luxury that a quality outsource provider yields.

## Mitigated physician burnout

Physician burnout is a real challenge that physicians everywhere are experiencing more and more. Emotional and physical exhaustion, reduced sense of accomplishment and loss of meaning for work all contribute to eventual physician burnout. Delegating menial tasks to outsource providers takes the busy work away from physicians, allowing them to focus more on what they love.

## Better patient care

The most important reason physicians choose to outsource for their services is to eliminate any distractions from their biggest priority—their patients. Few physicians go into their profession with an interest in accounting or administrative tasks. Outsourcing key functions is an excellent way to bring the focus back to the patient.



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# Medical Outsourcing:

## Where Can a Third Party Help Your Office

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Every business is different. For example, services that benefit a law office are very different than the services that benefit a veterinary clinic.

For a physician's office, the purpose of outsourcing lies in the ability to spend more time with patients and less time working on menial tasks. Typical services outsourced by physicians are calling services, human resources, medical billing, medical transcription services and EHR integration.

Let's take a deeper look into each of these outsourcing services and how they can help productivity in your practice.

# Contact & Call Services

A physician's work is never done. Whether it's a question regarding a diagnosis or the need to speak with a medical professional, it's important that patients always have a point of contact with their physician's office.

More and more clinical offices are outsourcing for call services to lessen the load when it comes to contacting patients. Medical call centers can be used for referrals, prescriptions, scheduling, and education.

### Benefits

- ◆ Higher productivity in office due to less volume of calls
- ◆ Better patient satisfaction due to reliable and personalized communication
- ◆ Leading to a higher potential for ROI
- ◆ Improved patient management

# Human Resources

Human resource (HR) functions are important for any business, but especially for health practices. Hiring, firing, compensation, labor law compliances, training and employee relations are all key functions of a HR department.

Hiring the right staff is especially important in the medical field due to the liability associated with the profession. In addition, physician offices require a highly specific hiring and training process, making the need for high-functioning HR even greater.

With the already demanding work schedule of a physician, there simply isn't enough time in the day to also function as a HR director. Here's how outsourcing your human resources team can provide more productivity for your practice.

### Benefits

- ◆ Less time spent hiring and training, more time spent with patients
- ◆ Improved quality of work due to the elimination of HR duties
- ◆ Increased knowledge base
- ◆ Less time allocated to administrative tasks

# Medical Billing

Due to the ever-growing medical landscape, medical billing has become increasingly more demanding. Not only does medical billing require a lot of time, it also requires advanced skills and knowledge of the process.

Outsourcing for medical billing services is a straightforward process that involves documents being scanned and sent electronically to the provider. Once received, the medical billing service providers take care of all data entry and claim submission.

Note: For practitioners with an Electronic Health Record system (EHR), the process is even easier. The patient's billing information is stored in the EHR and electronically transmitted to the billing service, eliminating the need to send paper records to the billing service.

### Benefits

- ◆ Ensures billing compliance
- ◆ Less vulnerability and disruption in cash flow
- ◆ Gets rid of the “dirty work” associated with billing, including following up on rejected claims, pursuing delinquent accounts and sending invoices to patients
- ◆ Less expensive than an in-house operation
- ◆ Better consistency and less billing errors

# Medical Transcription Services

The amount of documentation and data entry required to maintain comprehensive, accurate patient charts has grown tremendously.

Medical transcription outsourcing services allow physicians to devote more time to their patients and less on other organizational departments. These services can include recording patient medical backgrounds, patient symptoms and concerns, as well as transcribing general medical data.

### Benefits

- ◆ Allows for more focus on the patient and their diagnosis, rather than taking notes and updating records during the patient visit
- ◆ Allows for longer patient visits due to less time being spent on paperwork
- ◆ Medical transcriptionists are completely focused on taking notes and capturing details, leaving less room for error
- ◆ Reduced operating and maintenance costs



# Medical Coding

Each patient visit requires accurate documentation of symptoms, diagnoses and other essential information. That information is then translated into specific codes which serve as a uniform form of communication between other practices and most importantly, insurance companies. Insurance providers use the code to adequately bill and reimburse your patients, making the need for accurate coding essential to your practice.

A trained medical coder will analyze the data, verify the validity of the diagnoses and seek clarification when conditions or diagnoses are not clearly documented. Additionally, coders are trained to understand the intent of the physician, much like a medical transcriptionist. They are able to recognize medical treatments, medications, errors, and everything in between.

## Benefits

- ◆ Coding accuracy that leads to accurate reimbursements
- ◆ Less time and money spent in HR department
- ◆ More time for core business activities
- ◆ Specialized service leads to higher efficiency





# EHR Integrations

Medicine isn't the only thing advancing these days—health records are too. Medical health records have shifted from paper to electronic, making it possible to view and update charts from multiple locations.

*An Electronic Health Record (EHR) system is simply where you electronically store and update patient medical records.*

It's likely that your practice already has an EHR system in place. The question is, how integrated are your services into that system? Health records, in order to optimize productivity, should be organized, clean and easily digestible.

Although EHRs are meant to speed up the process of recording patient information, a confusing or difficult to use system could actually end up slowing you down. Hiring an outsourcing company fully equipped to integrate into your EHR system is just the thing to save you any hassle.

Services like medical transcription and billing require that your outsource provider integrate seamlessly into your EHR system.

## Benefits

- ◆ Creates faster, more accurate records
- ◆ Better documentation leads to better patient care
- ◆ Reduces point-and-click work for physicians
- ◆ Less time spent on documentation, more time spent with patients

# Where to Start

Now that you know the benefits of outsourcing, as well as the different types of services that are available, it's time to decide which services are right for your practice—and how to choose the right company. We know it can be intimidating to know where to start.

***When selecting a company to outsource work to, you should look for a company that...***

- ... can fit seamlessly into your workflow.***
- ... understands your physicians and their intent.***
- ... are specialized in what they do.***
- ... allows customization of their services.***

Every practice is different, so it's important that you choose a company that fits the specific needs of you and your staff. Asking these important questions will ensure that the company you're pairing with is right for your practice.

Many physicians find that—with the amount of documentation needed for proper patient care—hiring a medical transcription company is the answer to having a more productive practice. Not only can a medical transcription company provide highly accurate documentation and EHR integration, they can also make sure your practice is remaining HIPAA compliant.

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Fortunately, at DataMatrix Medical, our aim is to provide just that with excellent service and support. Our medical transcriptionists are dedicated to producing quality, accurate medical transcription services all while integrating seamlessly into your EHR system and providing the proper data security.

We know that choosing to outsource services for your practice isn't something you take lightly. If you think you're ready to make the jump to a more highly-productive practice, or would still like to learn a little bit more about outsourcing, we'd love to help.

To learn more about how outsourcing services can increase the productivity of your practice, get in touch with one of our representatives or visit our website today.

DataMatrix Medical is a medical transcription services company dedicated to helping physicians spend more time with their patients and less time in front of a computer. We offer a range of quality solutions including medical transcription services, document management and medical coding—all at an affordable rate.