

MIMIT Health

Chicago, IL

Providers: Five physicians, five NPs and one RN

Specialty served: Multispecialty

AdvancedMD client since: 2020

TECHNOLOGY PROFILE

MIMIT Health utilizes the complete AdvancedMD master suite including electronic health records, ePrescribing, EPCS, practice management, patient engagement, and mobile apps. To keep a pulse on financial performance, and make informed business decisions, the practice uses the AdvancedMD advanced reporting and analytics bundle. Custom APIs have been created to connect to a variety of external technologies including PACS, Salesforce CRM.

PRACTICE HIGHLIGHTS

Dr. Paramjit “Romi” Chopra, M.D. founded MIMIT Health in 2004, specializing in minimally invasive treatments for arterial disease, including peripheral artery disease, uterine fibroid disease, venous disease and musculoskeletal disease. With more than 30 years of experience in interventional radiology and endovascular therapy, Dr. Chopra defines his approach to healthcare as “medicine at the speed of life”. He founded MIMIT Health on the foundational principle that physicians should care for the patient’s spirit, mind and body. Patient centered, Evidence based care, delivered, “Better, Faster and Cheaper”

How MIMIT Health Drove Major Productivity Gains That Tripled Its Annual Revenue

MIMIT Health, a Chicago-based private practice focused on minimally invasive treatments for fibroids, varicose veins, arthritis and blocked leg arteries, was drowning in paperwork. Because of a lackluster EHR system, in addition to a disjointed healthcare tech stack, the practice was facing multiple challenges on both the clinical and operations sides of the business. The admin team was constantly forced to create workarounds within workflow processes, spending as much as five hours per day having to manually input business-critical documentation.

As patient volumes increased, the practice’s technology solutions could not scale with the company’s growth—day-to-day operations were becoming nearly untenable as the admin staff struggled to stay above water.

“We had multiple problems with our previous EHR system. It did not have the analytics we needed to run customized reports or the flexibility to create new fields that aligned to our patient charting needs,” said MIMIT Health’s Clinical Operations Manager Liz Gorostieta. “Billing processes were a nightmare. The system routinely failed to submit claims correctly which meant we lost out on revenue.”

“The admin staff struggled to stay above water with their old system.”

Not only did MIMIT Health lose revenue, but the lack of visibility into key data limited the staff’s ability to make informed decisions on everything from patient care to business-critical matters concerning revenue, billing, patient demographics, and more. And because the admin staff was spending as much as half of their workday on paperwork, the practice was severely limited in the number of patients it could see on a day-to-day basis.

MIMIT Health was in dire need of a “cloud” SAAS based, all-in-one EHR, practice management, and patient engagement solution that could propel its business forward instead of creating bottlenecks across the entire practice.



Empowering Health and Wellness: MIMIT Health's Innovative Minimally Invasive Care Approach

MIMIT Health's approach to care aims to reduce risks, minimize pain, and shorten recovery times, all at a lower cost than traditional surgeries.

The healthcare practice serves more than 30,000 patients and employs a total of five physicians, including its founder and CEO, Paramjit Chopra, M.D. The staff includes five nurse practitioners, a registered nurse, and a fully-staffed admin team. With a total of seven locations, MIMIT Health operations include a business office, five medical centers spread across Chicago's suburbs, and medical offices at Loyola Gottlieb and Rush Oak Park Hospital, amongst other hospitals.

According to Dr. Chopra, "Humans want to live happy and fulfilled lives that enable them to reach their full potential. Our healthcare practice strives to empower patients and their families through world-class care initiatives, innovative use of technology, and patient education—giving every one of our patients the information and resources they need to make informed healthcare decisions."

The Solution

MIMIT Health needed a unified medical EHR software platform that could support all sides of its business, including the clinical side, the operations side, and all other components involved in running a thriving healthcare practice. It needed a solution that would bring together clinical documentation with billing processes and patient analytics. Whatever solution MIMIT Health selected, it had to be both comprehensive and intuitive so that everyone could work within the system, from front-office personnel to the medical staff and executives.

"When evaluating new EHR and practice management solutions, we had very specific needs. Our physicians and medical staff wanted

the ability to enter as much patient information as necessary in the notes section. Our billing department wanted a solution that allowed us to bring all aspects of our billing process in-house so that we were not beholden to any third-parties," said Gorostieta. "We also needed visibility into critical business insights and the ability to customize financial reports, patient reports, and other important data so that we could make more informed decisions at every level of the practice."

Most importantly, Dr. Chopra was committed to finding a solution that allowed his practice and employees to do their work "better, faster, and cheaper".

"Humans want to live happy and fulfilled lives that enable them to reach their full potential."

"My job is to help every human being who comes into our universe to live their best lives and their healthiest lives," said Dr. Chopra, "I have always loved tools. If there was a problem, I was going to solve it. I am always asking 'How can I do it better? How can I do it faster and cheaper?' Technology is an enabler—it helps you meet whatever your mission is as a human. Before AdvancedMD, I was entering all this information, but not getting any insights. No wisdom, no reports, no analytics."

The Impact

AdvancedMD not only checked all the boxes MIMIT Health required in a technology platform, but it also gave the practice actionable insights and exponentially advanced its interoperability. The EHR solution accelerated claims and billing processes and seamlessly integrated with the AdvancedMD practice management and patient engagement suite of tools. The platform's rooming feature, automated forms, and native credit card capabilities that reside within the practice management side of the platform enabled more streamlined, automated workflow processes that drove productivity for all employees.

MIMIT Health's patient engagement capabilities improved as well, allowing the practice to automatically send patient demographic forms and patient consent forms prior to appointments. MIMIT Health also deploys automated reminders for patients and conducts patient surveys immediately after consultations and treatments. With the patient portal capabilities, MIMIT Health patients can review all of their patient information, lab results, operative reports, clinical summaries, and billing details.

"Most of our patients complete the surveys we send them, and we consistently receive four to five stars," said Gorostieta, "Our patients regularly give us positive feedback, letting us know how much they love our services. They love the fact that they can get reminders and text alerts right away, and that we provide flexible payment options."

The solution's claims scrubbing feature was a huge bonus for the practice, according to Gorostieta, "The thing we love most about the claims scrubbing feature in AdvancedMD is that it sends alerts if it notices something is incorrect so we can review the actual claim and correct any issues before submitting it to the insurance agency."

AdvancedMD has had a massive impact on MIMIT Health's overall business. Because the platform significantly reduced the time spent managing paperwork, resolving billing issues, and troubleshooting claim errors, **the admin team gained an extra four to five hours a day** to spend on more strategic work. Increased productivity, combined with a more intuitive and integrated technology solution that provided actionable insights allowed the practice to increase the number of patients it saw on a day-to-day basis.

Ultimately, with the help of AdvancedMD, the practice was able to triple its revenues and simultaneously decrease costs. "We love AdvancedMD. It's in the cloud. It's reliable and customizable. It enables interoperability, allowing us to go from the practice management side to the clinical management side to revenue cycle management details," said Dr. Chopra, "AdvancedMD has everything together on one platform. What else could I ask for?"



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