CASE STUDY | Ohio Valley Physicians

Integrated Platform Triples Growth for Large Physician Group

Ohio Valley Physicians provides primary care services and medication-assisted treatment programs in eighteen regional locations across West Virginia, Ohio and Kentucky.

Learn how Ohio Valley Physicians leveraged the CareCloud platform to grow monthly encounters by 197% and improve the net collection rate by 55%
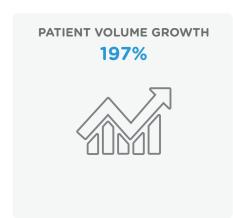
Paul Cowsar
Chief Operations Officer

FAST FACTS

Ohio Valley Physicians

- Primary Care & Behavioral Health
- 70 Providers
- 18 Locations
- 150 Staff

Solutions

- Concierge RCM
- Charts EHR
- Breeze PXM

The Challenge

- Their previous EHR had significant downtime and security challenges
- 90% of data was scanned or entered manually into the EHR, wasting significant time
- Lack of transparent access to understand billing and performance data

THE CARECLOUD DIFFERENCE

PATIENT VOLUME GROWTH
197%

NET COLLECTION RATE
55% IMPROVEMENT

IN 1 YEAR

CHARTING
25% FASTER

A Trusted Partner to Support Growth

When Ohio Valley Physicians began serving patients in 1999, its founders weren't dreaming of the multi-state, multi-family business they would become. Two family doctors founded Ohio Valley Physicians (OVP) with the vision to meet the health care needs of residents in a truly patient-centered environment; that vision now includes 150-plus employees delivering primary care and walk-in services, as well as medication-assisted treatment programs for opiate addiction in several locations under its newest division, Appalachian Health Services.

The physician group were early EHR adopters, first starting with a server-based solution, then moving to the cloud. Unfortunately, their previous EHR did little more than store data. The charting experience was not user-friendly or customizable, so 90% of patient encounters were charted on paper and later scanned to the patient record. When the system began to experience significant downtime and security challenges, Ohio Valley Physicians decided to move beyond document storage toward an enterprise-grade cloud EHR that would assist the clinical encounter - but they had to find a partner they could trust.

A search for top-rated EHRs brought OVP to CareCloud. Paul Cowsar, Chief Operations Officer, shares that the search quickly leaned toward integrated platforms that offered EHR, practice management (PM) and revenue cycle management (RCM) services. CareCloud stood out during the evaluation phase, providing an integrated and customizable experience for all providers in the group, even the behavioral health team who had not been supported by their previous EHR.

> **"CARECLOUD PROVIDED US WITH ONE CUSTOMIZABLE SYSTEM THAT SUPPORTED MEDICAL AND BEHAVIORAL HEALTH."**

Ohio Valley Physicians went live with CareCloud in 2017, with zero downtime and hands-on support from CareCloud to help the practice grow. In a short period of time, OVP has streamlined and standardized its processes toward new practices and greater patient volumes, now supporting over 16,000 monthly encounters - a 197% growth rate in less than two years.

Support for Patient-Centered Care

As a patient-centered physician group, the focus of every physician, counselor, nurse practitioner and office administrator is to provide care that meets the evolving health care of the region. CareCloud provides a strong backbone for OVP, allowing them to standardize their processes across every office, seamlessly integrating the entire patient flow from check-in and intake to intuitive charting, clinical reporting and billing.

With Breeze as their patient experience management platform, over 300 patients a month are now completing their intake and check-in on their mobile device or an in-office tablet, eliminating paper forms. Intake is immediately available at point of care, reducing duplicate questions to patients, with insurance eligibility and copay details posting to their PM to assist in billing.

CareCloud Chart's provides flexible charting options and configurable templates to allow providers at any location to leverage repeatable workflows, orders, procedure sets, and shortcuts to speed up documentation time. With these shortcuts and an intuitive interface, documentation now happens closer to the point of care. "We get a more complete record," notes Paul, "Providers are now documenting in more depth, and in even less time."

> **"WE SAVE 25% ON DOCUMENTATION TIME, BUT WE'VE ALSO INCREASED THE QUALITY OF OUR DOCUMENTATION."**

For providers and front office staff, CareCloud provides a very intuitive and "familiar" interface, notes Paul, with icons and intuitive views customized to each user role. Whether training new staff or adding new locations to the group, CareCloud has been easy to use. "It's easy to have new staff go through CareCloud's training videos," notes Paul, "And if they have a question, it's easy to talk to any other member of our staff using the same workflow."

Standardization of process has been the backbone of maintaining a high level of patient service and care. "if I have a staff member that's out, I can move staff from one location to the other," shares Paul, "Staff are able to immediately start processing or entering people into the system because it's the same across the board."

Critical Insight to Boost Group Performance

The impact of these changes is not only anecdotal, but it is also measurable thanks to the intuitive and real-time reporting in CareCloud Central. Logging into the practice management's Command Center, administrators have an instant snapshot of the metrics that matter most - both operational and financial - and the ability to drill down over time, by location, or by provider. "The reporting out of CareCloud has allowed us to start looking at the way we do business," notes Paul, "We were able to see the amount of revenue that was out there."

Although the first six months of data was "enlightening," in Paul's terms, it has been the support of his RCM team at CareCloud that has helped the group become more profitable, providing the insight and advice to help boost their net collection rate by 55% within one year. Coming from a complete lack of visibility into their billing, now OVP has a team of experts helping chase every dollar and explain every figure.

> **"WE DIDN'T KNOW WHAT WE DIDN'T KNOW. CARECLOUD HAS ALLOWED US TO UNDERSTAND OUR BUSINESS BETTER."**

OVP's CareCloud client manager works closely with the team on weekly calls to talk about billing specifics such as what to write off, what to push on collecting or credentialing, as well as calls that focus higher-level on how to make the group more profitable. In these leadership calls, CareCloud works with OVP on topics such as how to process claims better, how to improve front end processes for insurance verification, or how to work on decreasing outstanding accounts receivable.

"The service has been excellent," notes Paul, "Our team at CareCloud have been phenomenal in helping us understand where we are and what's happening." Building on the relationship, Ohio Valley Physicians sent four team members to CareCloud's inaugural CloudUp User Conference. Impressed with the hands-on learning opportunities and networking of this conference, OVP is already planning who will go this upcoming year.

> **"HAVING AN EXPERT IN BILLING IS THE BEST PART ABOUT THE SERVICE WE GET."**

From patients to payers and everything in between.
Want to learn more about how CareCloud can take care of your practice?

Visit **carecloud.com/product-tour** or
call us at **1-811-342-7519** to schedule a demo of our platform.

_____

FROM PATIENTS TO PAYERS AND EVERYTHING IN BETWEEN