



## CHALLENGE ❖ SOLUTION ❖ RESULTS

### THE CHALLENGE ❖

Janet Wygal, MD and Sarah Cox, MD left their large OB/GYN groups to start a new practice limited to GYN in order to improve their lifestyle. They hired Veronica Davidson as office manager who needed to set up a new office, including new practice management software, when the practice opened up in March of 2003. They wanted a small office with a high level of personal service.

### THE SOLUTION ❖

Veronica Davidson relied on her 20 years of billing experience with four different systems to guide her system selection. She evaluated several systems and made up her mind after a site visit to a MicroMD® user.

The site visit was to an office which had converted to MicroMD only two weeks previously. Davidson was amazed that the staff was already completely at ease with the new software.

Now that MicroMD is in place at Wygal & Cox, Davidson fully exploits the billing features of MicroMD. "I use virtually every billing feature of the software," she said. The result is a days receivable ratio of 40 days compared to an average of 60 for gynecology practices<sup>1</sup>.

The recall features of the software are used extensively, for annual visits and repeats of abnormal PAPs, for example.

*"MicroMD allows us to collect our receivables faster and serve patients better with less staff."*

VERONICA DAVIDSON,  
OFFICE MANAGER

The wait list feature in scheduling is a tremendous help for working in patients who need to be seen immediately, since the doctors are generally booked with annual exams.

Patients understand the statements created by MicroMD. This cuts down on staff time explaining the billing to patients.

The ability to pick and choose reports is one of the best features. Some other systems require a lengthy month-end close process that results in lost productivity and reams of unnecessary reports. In contrast, the MicroMD month-end close is simple and straightforward.

The doctors get clear, accurate answers to their questions from on-demand reports that do not contain unnecessary detail.

"I would need at least another person on staff with a different billing package," she says.

### THE PRACTICE ❖

- Wygal & Cox, LLC
- Practice limited to gynecology
- Two Physicians and One Nurse Practitioner
- Five office Staff
- One Location

### THE BENEFITS ❖

- 33% faster collection of accounts receivable than average, 40 days vs. 60 days (NAHC)<sup>1</sup>
- Easy-to-understand billing statements to patients results in fewer calls to staff
- Excellent management information, including nurse practitioner productivity
- Less wasted time and paper printing unnecessary reports
- Better patient service with recall system and wait list function
- Insurance card scanning provides fast access by staff and eliminates chart pulling
- Improved staff productivity because multiple staff can access a patient account simultaneously

<sup>1</sup>Averages obtained from 2004 Joint Statistics of National Association of Healthcare Consultants (NAHC), Academy of Dental CPAs and Society of Medical-Dental Management Consultants. Statistics selected are for 28 practices limited to gynecology.

**MicroMD**<sup>TM</sup>  
Practice Excellence