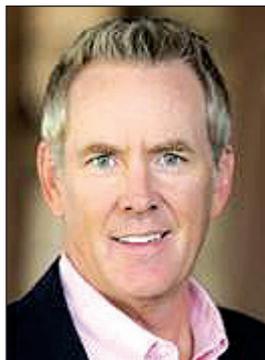


3 Bottlenecks in Every Medical Practice and How to Overcome Them

By Dr. David Murphy, Chairman and Founder, MedForge

In too many healthcare offices, the art of practicing medicine can best be described as harried and frenetic. Add today's complex regulatory demands, and it's no wonder that inefficiencies abound. Despite the busy pace, actual delivery of care is sometimes sluggish—and worse, inaccurate. No medical organization would want that, or the comments that disgruntled patients post in social media. Fortunately, things don't have to be this way. Below are the three most common bottlenecks in medical practices, and how you can easily overcome them.



Dr. David Murphy

The Blame Game

Every office manager and physician has fielded them: never-ending complaints from one nurse about the work ethic of another. These conversations invariably become “he said, she said” exchanges that can cause real hitches in productivity. Orchestrator solves the dilemma brilliantly—with an objective way to track employee behavior. The software automatically records each mouse click and logs which nurse responds to which task, counting the seconds and minutes as work moves along. The result? Office managers gain facts that detail the shared workload over time and team members. Orchestrator also empowers the staff with tools and insights to work more effectively and improve their own performance.

Communication Breakdown

Whether it occurs between physician and medical team or among the nursing staff, poor communication can delay care delivery, compromise the patient experience and, worse, harm patient outcomes. Although aware of these consequences, many offices still use archaic forms of communication to convey critical information—flag systems, sticky notes, word of mouth, etc. The good news is, an automated solution is now available that will eliminate the inefficiencies of poor communication—**MedForge Orchestrator™**.

You've seen the concept behind Orchestrator in fast food places—when a guest places an order, it's filled with little to no verbal exchange between the cashier and the person preparing the cheeseburger. Now apply this process to medical offices. Orchestrator not only makes communication fast, precise and professional, but also ridiculously efficient, and literally habit-forming.

For example, a physician in a treatment room with a patient requires x-rays of the right foot. Instead of communicating via old-school methods, the doctor simply clicks and selects “right foot x-ray, three views”. This message immediately appears on a screen at the nurse's station. The staff sees the request, treatment room and physician, while hearing polite audible cues. A nurse/medical assistant accepts it, so other team members know the request is being addressed. Orchestrator times this process as a measure of efficiency.

In addition to improving teamwork, this seamless communication allows the physician to spend quality time with the patient before confidently moving to the next appointment. Most importantly, patients spend less time idling in examination rooms. It all adds up to a WOW experience for patients, and smooth coordination among those providing the care.

Jumping Through Hoops

All practices face the inevitable insurance company hoop-jumping involved in getting pre-certification approvals for procedures, DME, etc. Orchestrator eases this burden. In fact, displaying the software at the nurse's station, checkout counter and pre-cert specialist's desk is a stroke of genius. When a physician clicks on a procedure to be performed, Orchestrator prompts staff to make an immediate inquiry to the insurance company. Accelerating pre-certification this way helps to obtain insurance approval up front, so the practice can make their best recommendations at the earliest opportunity. The patient quickly learns exactly what's expected of them and what the insurance company will approve. It saves precious time and greatly enhances the patient's experience.

In Conclusion

Treadmills have their benefits. But in a medical practice, running in place because of bottlenecks and inefficiencies is an exercise in futility. It doesn't help the patients, and won't improve business outcomes. Orchestrator by MedForge will. This game-changing software enhances communication among team members, decreasing patient wait times, round-trip durations and the pre-certification process. Tracking workload distribution over the entire medical staff, Orchestrator improves the delivery of healthcare by empowering each individual with the tools and knowledge to perform at their best. As an added benefit, the web-based program requires no integration or affiliation with any EMR program.

At a cost that is less than the reimbursement of one new patient per month, can you afford not to use Orchestrator? For more information, visit www.medforge.com or [click here](#).