



EXTENSION®

# HealthPoint Family Care

EXECUTIVE WEBINAR SUMMARY  
September 16th 2010

Improving Processes and Revenue at HealthPoint Family Care

01:EXECUTIVE SUMMARY

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– Sally Jordan, Chief Operating Officer,  
HealthPoint Family Care

## Program Speakers:

### **Todd Plesko**

Chief Executive Officer  
EXTENSION, INC.

### **Sally Jordan**

Chief Operating Officer  
HealthPoint Family Care

## HealthPoint At-A-Glance:

- 5 medical practice locations
- 2 dental practice locations
- Serves more than 300 patients daily
- Existing GE Centricity Practice Management system
- EXTENSION HealthPractice appliance-based software solution
- Cisco Unified Call Manager 7.0
- 123 Cisco IP wireless phones

## Introduction:

Improving Processes and Revenue  
at HealthPoint Family Care

HealthPoint Family Care expended considerable resources to make appointment reminder calls – a necessary administrative task intended to reduce patient no-shows. Oftentimes, multiple attempts were required – a situation further exacerbated with staff shortages, which resulted in insufficient time to make the necessary calls. In addition, operators needed more time to answer live incoming calls to better serve patients. Finally, HealthPoint needed a way to track call attempts and view the status of calls made to avoid duplication and redundancy. The leadership at HealthPoint considered alternatives, but ultimately chose EXTENSION for the value added by the HealthPractice solution. According to Sally Jordan of HealthPoint, “EXTENSION HealthPractice has improved our quality of service. Our staff now has more time to give attention to the calls they are on rather than rushing off because they know there are appointment reminder calls to make.”

*“EXTENSION has been great. If we present a problem to them, they help us come up with ideas for solving it. They have been very easy to work with and focused on making sure they meet our needs”*

– Sally Jordan, Chief Operating Officer,  
HealthPoint Family Care

## Case Study:

### HealthPoint Family Care

HealthPoint Family Care is a nonprofit healthcare organization offering primary medical and dental care to children and adults. HealthPoint provides care through a network of medical offices employing skilled physicians and staff to patients who lack health insurance, or receive coverage through a safety net program.

HealthPoint was in need of a new telephony system and chose to purchase the Cisco Unified Call Manager 7.0 solution because of its seamless integration with EXTENSION. HealthPractice integrates with HealthPoint’s existing GE Centricity Practice Management (PM) system and will integrate with the GE Centricity EMR, once in place.

HealthPoint recognized that staff time spent performing tasks that could otherwise be automated by EXTENSION translates to dollars wasted in reduced staff efficiency and patient no-shows. EXTENSION worked with HealthPoint to quickly implement the HealthPractice solution and train end-users without interrupting existing workflows. In addition, EXTENSION customized the solution to meet the Spanish-speaking demands of the patient population at HealthPoint. “EXTENSION has been great. If we present a problem to them, they help us come up with ideas for solving it. They have been very easy to work with and focused on making sure they meet our needs”, said Sally Jordan.

## Participants Learned:

- About EXTENSION HealthPractice™ – EXTENSION’s clinical and operational workflow solution designed for ambulatory environments;
- How to leverage existing EMR systems and Cisco Unified Communications technologies by implementing HealthPractice;
- How to improve patient and staff satisfaction by facilitating enhanced and interactive communication; and
- How HealthPoint Family Care recognized immediate ROI.

*“Our patients have responded positively. They know that they will consistently receive a reminder call and when they call to schedule an appointment they rarely get a voicemail because schedulers are free to answer them.”*

– Sally Jordan, Chief Operating Officer,  
HealthPoint Family Care



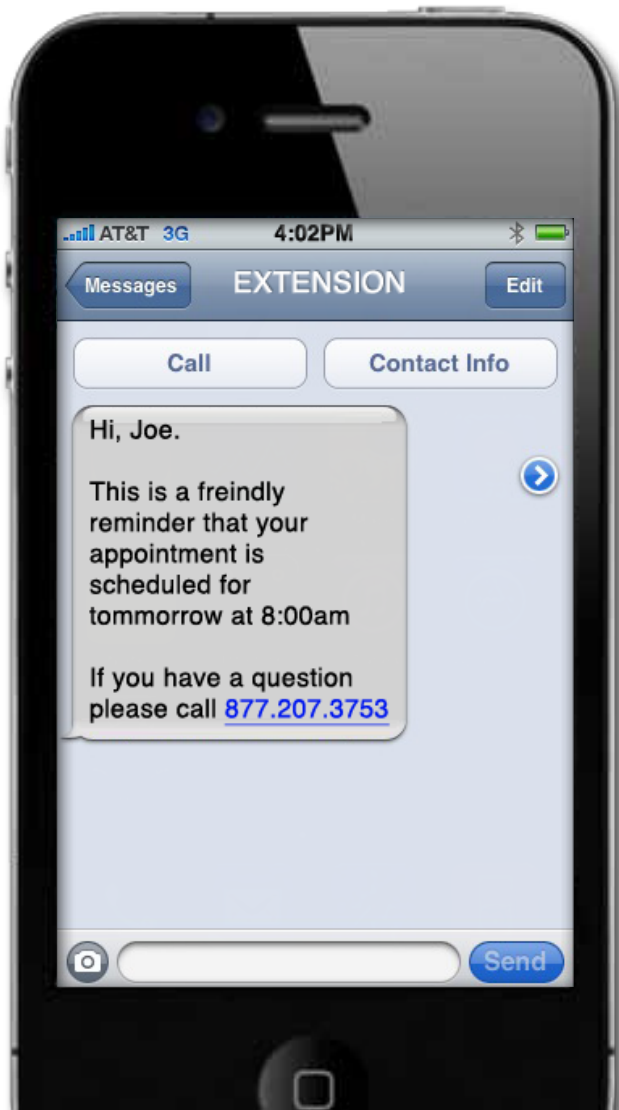
## Appointment Reminders:

### Before EXTENSION:

Appointment reminders required several attempts before a patient was reached, and on busy days, or when HealthPoint is short-staffed, there was not always time to make reminder calls.

### After EXTENSION:

- Patients are able to automatically confirm or cancel their appointment.
- Patients may automatically dial-back an operator, which is critical for patient rescheduling and retention.
- Call center operators are able to take more live calls, which include patient demographic data on the Cisco IP phone display resulting in quicker calls, fewer voicemails, and greater patient satisfaction.
- HealthPoint was able to eliminate .5 Full Time Employees (FTE) with the new EXTENSION system.
- The PM system is updated with the outcome of a message delivery, which allows HealthPoint to easily track appointment reminders.



## ROI Achieved at HealthPoint:

### Improved

- Staff Productivity – eliminated .5 full-time employees
- Patient services and patient loyalty to HealthPoint
- ROI on clinical and telephony investments

### Reduced

- Time required to make appointment reminder calls by 50%
- Number of employees needed to make appointment reminder calls
- Costs

### Automated

- Communication between patients and medical practice
- Appointment reminder tracking

## Future HealthPoint Enhancements via EXTENSION:

### Automated New Patient Welcome Messages

- Will implement once EMR is in place
- Great tool for improving staff and patient engagement

### Automated Clinical Wellness Messages

- Will implement once EMR is in place
- Great tool for preventive care and overall health of patient population

### Integration with Dentrix PM System

- 2 dental locations

## Question & Answer Session:

Did the HealthPoint staff respond to the new Cisco and EXTENSION systems easily and was substantial training required?

**Sally Jordan:** Initially, the staff was skeptical, but now that they have had the opportunity to interact with the new technology they love it. They have seen and experienced how workflows have improved. The EXTENSION products required minimal training and the Project Manager was very precise. It took approximately one hour of training for staff members – very minimal considering the huge changes.

Do you have a dedicated IT staff to manage the implementation and existing systems? Or, did you work more closely with EXTENSION, Cisco, or an EXTENSION-certified partner?

**Sally Jordan:** We outsource IT management, but EXTENSION did all of the heavy lifting as it related to this implementation.

Are you satisfied with the overall implementation?

**Sally Jordan:** I have implemented 3 PM systems, 2 EMRs, and a voice system, and never saw one go so well or the project manager take the lead, and make it so easy. I have never been more pleased with an implementation.

What other EMR systems does EXTENSION work with?

**Todd Plesko:** One example of its flexibility is EXTENSION's integration with Dentrax. EXTENSION aggregates data using standard protocols – like HL7, as well as any clinical information system. Anything HL7 or web services oriented – about 98% of all systems – is an appropriate fit for EXTENSION. Whether Cerner, Meditech, McKesson, GE, Epic – EXTENSION is ready to interface with them all. EXTENSION has a long list of interfaces. If the system speaks HL7 or web services, EXTENSION can interface with it.

What is the expected time for ROI?

**Todd Plesko:** ROI is measured in a variety of ways – lower costs, improved revenues. The functions of HealthPractice improve productivity – effectively reducing costs, and drive revenue with appointment reminders. There will be less need for full time employees devoted to making calls. ROI should be realized within a year. In addition, EXTENSION does not charge a monthly fee – you have ownership of the solution.

**Sally Jordan:** It took 2 months to realize we could cut .5 FTE (Full-Time Employee). A year is a good estimate – possibly less. We expect more ROI after wellness reminder calls have been implemented.

## About HealthPoint Family Care:

HealthPoint Family Care is a nonprofit health care organization, offering primary medical and dental care to children and adults at offices in Covington, Bellevue and Latonia, Kentucky. The organization was founded in 1971 as a part-time volunteer project to provide health care to the poor and uninsured. Now HealthPoint (formerly Northern Kentucky Family Health) has evolved into a network of medical offices employing skilled physicians and nurse practitioners. HealthPoint is still a "safety net" for patients who have no health insurance. HealthPoint also accepts Kentucky Medicaid, KCHIP, and Medicare. For more visit: [healthpointfc.org](http://healthpointfc.org).

## About EXTENSION:

EXTENSION, INC. is based in Fort Wayne, IN and is the developer of the patent-pending EXTENSION® Solution Suite (ESS). The EXTENSION Solution Suite of software, expands smart phones and Cisco Unified Communications into a clinical workflow tool automating notifications using text messages, phone calls, and emails, as well as turning Cisco's award-winning IP Phones into user interfaces for clinical, administrative, and revenue cycle data. The result of employing Cisco Unified Communications and EXTENSION includes increased physician, management, and patient satisfaction, reduced cost and errors, immediate ROI, and increased revenues. EXTENSION tightly integrates any HL7-based or web services-based medical application with Cisco Advanced Unified Communications, using standards-based protocols.



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