

Customer Case Study & Testimonials

Practicing Old Fashioned Medicine with Today's Technology

South Shore Urology, Inc., of South Weymouth, MA, is a 6 physician, 1 physician assistant office with 35 employees that a year ago implemented MEDfx as its practice management module. Its President, CEO, and Founder spoke to Practice Insight about his approach to medicine and his plans for additional technology that will interface with MEDfx.

Dr. William R. Helfrich, Jr. is an old-fashioned doctor with lots of new-fangled ideas.

He came to love medicine as a young boy growing up in Quincy, MA when he accompanied his father, also a doctor, on his house calls. While he thinks the truly "paperless" medical office is still a long way off, he is in the race to get there.

Now the head of a urology group in South Weymouth, MA, Dr. Helfrich started out in 1976 running a single physician practice.

He talks as passionately about valuing the time he takes during office visits with long-term patients, who are also his friends, as he does discussing the upcoming use of tablet computers to register new patients in his waiting room – a move that will save staff time and improve the accuracy of patient demographics.

His primary motivation for adopting technology is to operate a more efficient office with a happy staff that affords its patients the best possible care.

"Thinking of the patient first is still the best way to fly," he said in an interview at his busy practice where approximately 175 patients are seen every day.

Computers came to his practice in 1985 as a natural organizer of his data. The practice management software he selected then was our very own PMS.

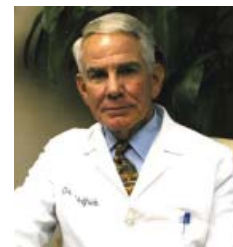
PMS served his practice well over the years. But, as Dr. Helfrich's interest in advanced healthcare information technology grew, he understood that his DOS practice management product was going to be left in the dust. "It was time for a change," he said.

Along with his Administrator and other staff, Dr. Helfrich began the search for a new health information system. He saw numerous Web-based systems but believed that being able to connect to the Web was not all that would be needed as technology grew in the years ahead.

With a serious eye towards implementing an Electronic Medical Record (EMR), Dr. Helfrich selected GBA Health Network Systems and its new practice management system called MEDfx.

"The seamless integration of MEDfx to other software programs and hardware appealed to me," he said. "We had a good track record with GBA and were excited to be a beta site."

Sandy Swanson, South Shore Urology's Administrator, is eager to embrace technology, too. "We want to use MEDfx to the max – to utilize all of its features. This technology will take us to the EMR phase," said Sandy. We'd like that tomorrow, she added.



*William R. Helfrich, Jr., M.D.
South Shore Urology, Inc.,
President, CEO, and Founder*

"GBA did a great job for us," said Sandy. "We know that MEDfx is a good product, but it was due to the people there that our installation went as smoothly as it did."

With MEDfx up and running and performing all of the practice management work now at South Shore Urology, the practice is looking to incorporate its next set of technology.

Planned for implementation are scanning devices to automatically capture patient information at sign-in, tablet kiosks for patient registration, and a fully developed website

that will include downloadable patient registration forms.

"The concept of doctors only wanting to practice medicine while being ignorant of the business side of their practice is going by the wayside," said Dr. Helfrich. Doctors now see that they can "practice the medicine they want to practice, but do it better with technology's help."

The fact that a patient's hours-old CT scan can be downloaded to a PDA and be reviewed by the physician at home on a weekend is what technology can do for the practice of medicine, Dr. Helfrich notes. "It's better for the patient and better for the doctor," he added.

Quotes from Other MEDfx Users

"Insurance claim payments are so much faster with MEDfx and CLAIMfx than with PMS [legacy product]. It was tough going getting used to a mouse [instead of keyboard commands]. But, using the mouse is so much faster. I would highly recommend GBA. Everyone is so helpful. When I call Support, someone always calls me back."

Sue Haas, Office Manager, Fairview Pediatrics, Chicopee, MA

"With CLAIMfx, our claims submission is working out really well and we get faster payment of claims. Support is always there to help us out. We have no regrets [about MEDfx]. We are really happy with it."

*Laurie Maritato, Office Manager, Sound Medical Care, P.C.,
East Moriches, NY*

...After almost two decades using DOS-based PMS Gold, South Shore Urology selected MEDfx for its technology capabilities and stayed with GBA for its on-going excellent service record...