

ROCKWOOD



Webmedx Technology and Services Provide a Bridge to the EHR for Rockwood Clinic

Combination of Narrative Transcription and EHR Templates Ease Transition, Improve Physician Adoption and Support Physician Productivity.



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Providing excellent patient care is the lifeblood of Rockwood Clinic. Rockwood understands that physician satisfaction and productivity are vital to the organization's ability to thrive in today's complex healthcare environment. That is why from the first days of EHR implementation in 2006 to their current deployment across 32 locations, Rockwood's management team has understood that an incremental implementation strategy would serve their physicians and organization well. And it has.

Rather than struggle with a "big bang" approach, Rockwood has slowly implemented electronic health records. At this phase in EHR deployment, the organization has a fully installed, hybrid medical record; some documents originate on paper and are scanned into the EHR while most are generated electronically or automatically downloaded from other systems via an interface. A combination of technologies is used to accomplish the overall goal: ubiquitous access to patient information, regardless of location—or format.

Similarly, continuing to use Webmedx technology and transcription services has enabled the organization to strike a smart balance between patient volume, physician satisfaction, productivity and revenue. As Rockwood physicians were slowly introduced to template-based reporting, they were provided with a flexible combination of input technologies which included dictation and transcription. This hybrid, stair-step approach to physician documentation has been particularly valuable in high volume and high-revenue patient care areas.

"We are very sensitive to the amount of change our physicians can effectively manage. Moving all 220 physicians from narrative transcription to template-based documentation all at once would have been overload for our physicians and our organization," mentions Lyn Willett, RHIT, CHP, Director of Health Information Management and Privacy Officer. Instead of suddenly forcing physicians away from all narrative transcription, Rockwood offered options. As a result, the organization has eased the transition for many providers by allowing a longer learning curve for those struggling with the transition from paper to electronic medical records.



About Rockwood Clinic

Rockwood Clinic is a 32-location, multi-specialty clinic located in Spokane, Washington and Coeur d'Alene, Idaho. As such, Rockwood is the largest freestanding outpatient diagnostic and treatment center between Central Washington and Minneapolis. The Clinic was established in 1930 and is home to the region's most comprehensive and skilled medical and health care experts covering 33 specialty areas.

Physician-owned and operated, the Rockwood Clinic believes in treating each patient with expertise, knowledge and care. They extend the same commitment to 220 on-staff physicians and providers by providing state-of-the-art medical technology and electronic health record systems which make patient information easily accessible, regardless of location.

- > 32 Locations
- > 220 Physicians and Providers
- > 1,100 Employees
- > 33 Specialties
- > 250,000 Active Patients



Weighing Transcription Costs against Physician Productivity and Revenue

Implementing an EHR sounds easy but before you leap into implementation you have to take a serious look at workflows within your organization and assess the various documentation needs and styles of your providers," mentions Willett. "If you don't take a serious look at physician practices and their unique documentation needs you might be surprised by their push back."

While it seems like EHRs are flexible and can be adapted to meet the needs of all providers, Rockwood has found that some specialty areas have difficulties with template-based clinical documentation. The time required for providers to become familiar and proficient with template based documentation can easily result in lost productivity and provider dissatisfaction. "We don't want our physicians to continually struggle with templates, see fewer patients, and lose revenue," she concludes.

Other large physician organizations like Rockwood have recognized this same challenge and are using a flexible, hybrid approach that incorporates narrative transcription, voice and speech technologies. Thereby giving physicians a choice; alongside EHR change.

High-profile revenue and risk areas such as cardiology and urgent care have unique needs and have historically dictated lengthy patient histories in order to ensure that all the necessary details are documented. In these areas it is important to carefully weigh the benefits of EHR templates against physician productivity, transcription costs and revenue.

Every month, Willett reviews medical transcription costs for all providers. Each provider is compared and contrasted with other providers within their specialty and other specialty areas. This detailed information is also forwarded to Finance every quarter. "This allows our administration to discuss the variations between providers and look for opportunities to assist providers through the EHR transition," Willett states. "Our providers have done an incredibly good job of improving their use of template based documentation without placing themselves or the organization at risk."

Why Outsource Transcription with an EHR?

"By giving our physicians flexible input options, including transcription, we have been able to keep them productive and relatively comfortable through our transition to the EHR. This hybrid approach has been particularly important in high-revenue areas such as cardiology and high-volume areas such as urgent care."
Lyn Willett



The Webmedx-Rockwood History

70% of physicians use EHR templates for documentation

30% of physicians use narrative transcription

Webmedx customer since 1996

GE Centricity™ customer since 2006

Solutions Used:

- > Front-End Voice Recognition
- > Back-End Speech Recognition
- > Enterprise Transcription Platform and Services
- > Clinical Documentation Dashboard



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“We are acutely aware that forcing physicians to document using keyboard and mouse before they are ready to do so would not only compromise their productivity, but also destroy their satisfaction. Forcing our providers away from paper-based medical records and into a state of the art electronic health record all at once would not have been a smart business decision for us. We gave significant thought to the magnitude of this change for our providers, our employees and our patients,” Willett concludes.

Webmedx technology and transcription services provide an easy, familiar option for physicians to document the care they provide. By providing this option, Rockwood supports their productivity and enhances satisfaction.

Transcription and Templates: A Look at Strengths and Weaknesses

There are points where templates fail the physician and result in unintended consequences. For example, a major concern of every clinician is their ability to capture the entire, unique patient story. Many physicians agree that cookie-cutter templates and patient notes with no uniqueness are challenges to creating a complete health story—and making the EHR meaningful.

Templates make it extremely easy to “copy forward” previous notes which can be detrimental to the correct story of an encounter; an unintended consequence of the EHR. Not only is accuracy and completeness of clinical documentation important for continuing care, but it is absolutely essential for correct coding and billing. Finally, there is a tendency to document everything as “normal” and lose specificity of each unique patient and individual encounter.

Webmedx’s dictation and transcription platform is readily available and easily accessible within Rockwood’s EHR. Medical assistants and nursing staff use the EHR exclusively while physicians use templates where and when they make the most sense. Physicians can dictate the finer nuances of a patient visit in their encounter note when templates aren’t sufficient. The Webmedx platform offers the physicians three input options: templates; front-end voice recognition; and dictation.

The consensus among Rockwood physicians and staff is that the EHR gets high marks for readability, accessibility and data analysis while the narrative dictation and transcription provide a more-complete and accurate picture of care.



Remarkable Results

Since 1996, Webmedx has served the clinical documentation needs of Rockwood Clinic and has worked together with the organization to support their ongoing migration to an EHR.

Webmedx technology and transcription services provide an easy, familiar option for physicians to document care. By providing this option, Rockwood supports their productivity and enhances satisfaction while still making progress toward the EHR.

- > Easier physician adoption of the EHR.
- > Flexible clinical documentation options.
- > Ability to maintain physician productivity through change.
- > Transcription costs reduced 76% over 3 years.
- > 99% of all reports are transcribed and uploaded to the EHR within 2- 12 hours.



The Webmedx Difference Supports EHR Adoption

As more and more provider organizations move to electronic health records and template-based clinical documentation, it's important that physicians be given a choice through the change. EHR failures are commonplace. De-installations are more prevalent than new contracts. Webmedx understands.

By working closely together, Webmedx and Rockwood Clinic have successfully transitioned to an EHR. The two organizations continue to move steadily toward complete adoption every day and share lessons learned with others:

- Give physicians choice instead of forcing change.
- Take a step-by-step approach and hear the voice of your customer—the physician.
- Provide flexible input options throughout the transition to find the right combination of free text and structured data capture for your organization.
- Carefully evaluate costs, productivity and revenue before taking the next step.

“If physicians are upset and dissatisfied, they aren't going to put their best foot forward in treating our patients. We can't lose track of our mission—to treat the patient. By having Webmedx dictation and transcription as an option, our providers have the tools they need to focus on the patient until they are ready for the keyboard,” concludes Willett.

“We are very sensitive to the amount of change our physicians can effectively manage. There is a fine balance between revenue, technology and physician productivity with an EHR. Webmedx technology and transcription services have complemented our step-by-step, hybrid approach to clinical documentation. They have remained a committed partner for 13 years and continue to support us through our EHR journey.”

Lyn Willett, RHIT, CHP, Director of Health Information Management and Privacy Officer



The Right Combination of Free Text and Structured Data

Until now, transcribed documents have been largely unusable as a rich source of meaningful, discrete data. Nearly all providers, including Rockwood Clinic, agree that EHRs make quality review and data reporting easier. Webmedx is changing all that.

Coined discrete-reportable transcription (DRT) by industry expert Mark Anderson of the AC Group, Webmedx's system has the ability to mine important data elements from standard narrative transcription. This new capability is being integrated into Webmedx's latest platform, Enterprise5.

Customers will have the ability to capture discrete data from narrative transcription for meaningful use reporting, quality measurement and the EHR. Data derived from narrative transcription is called “narradata” and will help bridge the gap between physician choice and meaningful use of health information technology.



