



A MEDICAL-LEGAL NEWSLETTER FOR PERSONAL INJURY ATTORNEYS BY DR. STEVEN W. SHAW

Using Technology to Improve Service

Technology integration has been part of the Shaw Chiropractic operating systems since before there was PC Technology. Back then, there was no Microsoft Windows or DOS. Needless to say, the technology of those days can only be seen in a museum (or my basement). We have strived to keep up with office based technology to better serve you, our patients and the planet. Allow me to share some of the technologies we have implemented.

Cloud Based Virtual Services – We’ve moved our entire technology infrastructure to a Level 3 Colocation center. Rather than using a generic cloud we’ve developed our own private cloud using VMWARE and multiple virtual servers. This means our data is more secure and protected by a climate controlled, dust free, power redundant environment which is served by multiple terabyte data trunks. So long as we have internet access we have computers.

Document Management – Several years ago we made the decision to add a document management system to our office. The system we purchased was Laserfiche. Document management is much more than scanning paper. It includes scanning, OCR, archival, retrieval and distribution. Using Laserfiche, we now search our 2 million pages of data (~80 GB) and retrieve documents based upon dates, names, embedded words and images. It also allows us to email, fax and distribute the documents instantly so that once a document has been scanned we can distribute it and make available throughout the enterprise, including your office.

Voice Over IP (VoIP) – We have just implemented VoIP technology in our billing department. This was done so we can be anywhere on the planet with internet access and still address your requests by phone by plugging in a headset to our computer, using a VoIP enabled cell phone or just plugging in a VoIP phone. Very cool stuff.

Terminal Services/Citrix – Citrix is a company that revolutionized computer technology by using allowing multiple user sessions to run directly on one server on a LAN, WAN or through the internet. We purchased the first Citrix version when released (I also did well on their stock). From your perspective, this allows us to access our data anywhere there is a computer and provide you with real time information, regardless in which office your client is treating. Together with VoIP we have developed a virtual back office. Microsoft purchased the technology from Citrix at which time we switched to their Terminal Services environment with one product.

Voice Recognition Software – All of our offices are equipped with Dragon Naturally Speaking. To be accurate, we are equipped with it but don’t use it regularly. We have found that 90-95% accuracy is unacceptable in medical legal reporting. However, we have integrated our digital dictation with companies that do medical editing and they first do voice recognition and then edit the remaining 5-10% error rate to near perfection.

Electronic Medical Records (EMR) – EMR means many different things to many different people. In our environment, it means that we have computer assisted office visit encounter documentation. It’s important to

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differentiate computer generated from computer assisted. Our notes are not randomly generated. They are specific and require review and modification on every visit. Some have suggested that this is the lazy doctors' way of charting. I would argue that it is the intelligent and thorough way of documenting. It requires that the doctor address every aspect of an office visit on every note. Unlike dictated or hand-written chart notes which are often illegible and incomplete, EMR notes are legible, comprehensive, thoughtful and instantly available.

Email – Most offices are equipped with email. We have successfully reduced postage costs and improved efficiency by digitally communicating on routine tasks. Every staff member in our organization has their own email account. Using the bioPDF application we package electronic documents into a PDF protected file. At this time, nearly 70 percent of our communications are done electronically. We still maintain the personal touch with phone and face-to-face contact but routine activities are now streamlined and efficient.

Fax Server – Many documents are printed and then mailed or faxed. We can eliminate wasted paper and staff time by using our new fax server software. It allows us to print directly to your fax. While many stand alone PCs have limited capability to do this, in a WAN environment this requires a more comprehensive software/hardware package that we have been running for years.

AppointmentCall– The AppointmentCall system is a hardware/software package used to remind patients of their appointments and other important events. In a personal injury environment you can imagine how burdensome missed appointments are for staff, doctors and YOU. We have improved patient compliance by as much as 15% since utilizing the package. This means your clients receive the care they need when they need it and you have fewer gaps in care to justify.

SMS text reminders – Supplementing the Appointment Call system we have implemented text message appointment reminders. It's a cloud based service and has increased compliance tremendously.

Social Media – Many of our patients benefit from communication via social media. As a result, we have a managed presence on Facebook, Twitter, LinkedIn and YouTube. Of course, as you can see we have upgraded our website also.

Other technologies which have made us more efficient include DVD patient education systems, electronic claims submission, electronic on-line banking with remote deposit capture and direct deposit. At Shaw Chiropractic, we strive to make your experience, and your clients' experience, both professional and memorable. Feel free to call with any questions.

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