



athenahealth

Case Study

Lake Manassas Women's Health Associates Optimizes Outcomes through Clinical Services

In 2001, Dr. Eugene Louie-Ng opened Lake Manassas Women's Health Associates, an OB/GYN practice in Manassas, Virginia. He hoped for more personal interaction with patients, unlike the hurried visits he was used to in a previous position at a 75-doctor facility outside of Chicago.

Five years later, he was able to expand to a second location in Gainesville. But after struggling with payer hassles and overall practice operations, the doctor realized he needed a proactive solution that would deliver consistent results across his two locations. In 2006, his practice selected athenahealth's centrally-hosted billing and practice management service, athenaCollector.SM

Dr. Louie-Ng and his staff were immediately happy with the service, which combines web-based practice management software, payer knowledge continually updated by athenahealth and inserted into practice workflows, and back-office processing specialists. In fact, one month after implementation of athenaCollector, monthly revenue doubled from \$40,000 to \$80,000.

They were so pleased with the results from athenaCollector that the practice decided to implement athenahealth's unique EMR service, athenaClinicals,SM in April of 2007.

athenaClinicals provides all of the features Dr. Louie-Ng expected from traditional EMR software, plus a lot more. athenaClinicals converts massive amounts of analog – faxes, phone calls, patient encounters, and more – into continuously updated, online clinical profiles and workflows. The practice eliminated the majority of its paper use and closed the loop on key clinical processes such as labs, prescriptions, referrals and health maintenance for each patient. The staff now documents all patient visits and procedures, submits orders, and manages tasks online in a single, secure "clinical inbox," giving them instant access to a wide range of information about their patients.

Designed to tightly integrate with athenaCollector, athenaClinicals allows providers and staff to share information about clinical and practice management – physicians can see payer rules that need to be considered at the point of care, and billing staff can see the clinical documentation to support claim processing.

"Since going live with athenahealth's practice management service, we have experienced a 50% increase in collections. With athenaClinicals on the same network platform, I now get real-time clinical visibility into both of my practices. I have more time to spend with my patients, which was my ultimate goal," explained Dr. Louie-Ng.

Going forward, Dr. Louie-Ng is well on the way to fulfilling his vision of un-hurried, quality care, and will continue building out his practice as a direct result of the revenue collected from utilizing athenahealth's network.

At a Glance

Organization

Two doctor OB group providing care to underserved areas of Virginia

Client

Lake Manassas Women's Health Associates, Manassas, Virginia

Issue

Lack of transparency across multiple locations and clinical inefficiencies

Results

The ability to grow with real-time visibility into multiple locations, increased revenue and streamlined workflows

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