

CASE STUDY

CareWell Urgent Care Massachusetts and Rhode Island

Keeping Up with the Consumer: Innovation Supports Strategic Growth

Consumer-driven healthcare is on the rise. Today, patients under the age of 30 are 30 percent more likely to visit an urgent care clinic than a primary care physician. The average urgent care patient waits 15 minutes or less to see a provider and pays a \$20 to \$50 insurance co-pay.¹

It's clear that patients are moving toward retail and convenient care—and when it comes to meeting consumer demand, CareWell Urgent Care is ahead of the curve. In 2016 CareWell held 161,000 unique patient appointments across 17 locations in Massachusetts and Rhode Island. Open 12 hours a day, every day of the year—including holidays—CareWell's mission is to provide convenient access to healthcare on a patient's terms. Keeping up with their patients and the increased use of urgent care, CareWell is committed to expanding their locations to meet the demand. With athenahealth, they're able to improve the efficiency of each visit, increase provider productivity, and grow into new locations, without sacrificing patient satisfaction.

A More Efficient Way to See Patients

CareWell knows that urgent care is about the patient from start to finish—from before patients check in, to after they check out. Before patients even come in to a CareWell location, they can view a center online, check the queue for that day, and make appointments. Once they arrive, check-in is handled quickly and easily on an iPad. And when it comes to payment, athenahealth has helped CareWell make it fairly painless. Co-pays can be collected electronically before the appointment, or in-office at the time of the visit.

Since going live on athenaOne, CareWell providers spend less time documenting. With customizable templates in athenaNet®, providers are able to complete their documentation time for a patient within 3.5 minutes.

"Speed and efficiency are critical within urgent care. Patients want to be in and out as fast as they can," says Mike Lord, practice manager for CareWell in Warwick, Rhode Island. And Olivier Gherardi, the medical director at CareWell in Warwick, adds, "It's very fast and efficient to document with athenahealth... which means I'm able to spend more time with my patient [and] give them better customer service."

After the visit, it's easy to collect the post-appointment balance from patients—even those patients CareWell may not see again—because staff can store a credit card on file for each patient in athenaNet. CareWell has seen positive results using the collection and patient pay tools in athenaNet, Ginter observes.

At a Glance

Challenges of Urgent Care

- Keeping appointments short, but effective
- Collecting the right amount from patients at time of service
- Coordinating care with other locations and providers
- Recruiting providers

Results

- Reduced provider documentation time to 3.5 min.
- Increased time-of-service collection to 95%
- Percentage of payment collected from patients within 5 months of appointment increased to 95%
- Reduced days in accounts receivable to 23.8 days as of March 2017, from 45.5 days in August 2015

Solutions

- athenaOne®

"athenahealth is truly our partner. In the end, we win together."

— Shaun Ginter, CEO, CareWell Urgent Care

"Currently we're just over 94 percent patient liability paid within five months of the appointment."

data entry so they can focus on patient care and customer-service driven activities, instead.

Innovative Solutions to Engage Patients

Since its inception, CareWell has been focused on using technology to improve the overall experience in their clinics, so it felt serendipitous when they discovered athenahealth connects them to innovative partners to help them meet that vision. athenahealth's More Disruption Please (MDP) partners give clients access to more than 130 partners who are developing innovative solutions through the athenahealth Marketplace.

Through the Marketplace, "CareWell has the option on a regular basis to review all types of new technology and new offerings in the healthcare space that bolt onto and interact with athenaNet® and allow us to meet that cultural drive of ours to be where the patients are and interact with them how they'd like," says CEO Shaun Ginter.

Online web scheduling through MDP partner ER Express has been a game-changer for CareWell. Patients can visit CareWell's website on their phone, choose a clinic, and make an appointment that automatically appears on the staff side so they can prepare for the patient to arrive. Within five minutes of a patient's arrival at a CareWell location, they have registered and been brought to an exam room, ready to see a provider.

Before athenaOne, paper was one of the biggest pain points for CareWell. They wanted to do away with paperwork and intake papers, so they found a partner on the Marketplace that uses iPads. Instead of handing patients a paper form to fill out, staff hand them an iPad. "As soon as you're done, it immediately uploads to athena so there's no data entry required by our employees," Ginter says. This has freed up staff from paperwork and

Performance Visibility Leads to Growth

Ginter knows the challenge of being CEO of a medical practice is "not only taking care of patients, but taking care of the health of the organization," and with athenahealth he can monitor his business from anywhere. With athenaOne, he has access to quality, accurate data to monitor the business at multiple locations in multiple states. Not only does Ginter need this visibility, but so does his management team that's spread out over a couple of states, managing multiple sites. "They need to see what our wait times are like, what the patient volume and flow are, how our revenue cycle department is running, and all of that data is readily available in real time from anywhere."

With detailed insights available to them, CareWell has been able to coordinate care across their locations more easily, which has helped them grow their business and expand into new locations. "The tracking board feature tells us how long patients have been here so if it's been a while, my nurses can find a medical assistant to help triage a patient and keep them moving," says Lord. He and his team use this to make sure patients are given close attention—and even to foster some healthy competition among colleagues. "I can view every one of our 17 centers and their wait times," Lord says. He knows when he's two minutes ahead of another center, and the practice managers keep each other on track with friendly check-ins when one falls behind.

With athenahealth, CareWell has risen to the challenge of providing convenient care that meets patients' needs with confidence. "We really work closely on innovation and technology—what's next, what can athenahealth and CareWell both bring to the relationship that'll help further our cause," says Ginter. "And in the end, we win together."



Find out more. Call **866.817.5738** or visit us online at **athenahealth.com**

¹ Heather Punke. (January 29, 2014). *Stretching the Primary Care Continuum: Retail vs. Urgent Care*. *Becker's Hospital Review*. Retrieved from <http://www.beckershospitalreview.com/strategic-planning/stretching-the-primary-care-continuum-retail-vs-urgent-care.html>