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S. Moosa Jaffari, M.D.

Solo ENT practice

Lakewood, NJ

ENT Practice Turns Up The Volume With WRS EMR

Raise your hand if charting patient encounters makes time stand still, getting paid for your services takes forever and handing patients paper prescriptions causes you to lose sleep.

For all of those physicians who are determined to get through the day without obstacles such as these, there's great news. Just ask S. Moosa Jaffari, M.D., owner of his eponymous Lakewood, NJ-based ENT practice. Founded in 1976, Dr. Jaffari specializes in Otolaryngology and Head and Neck surgery. He sees about 80 patients a week. In September 2012, he selected WRS cloud EMR to replace Allscripts My Way. The outcome: his ENT practice is running more efficiently, he is charting in record time and he is getting paid promptly for his services.

Dr. Jaffari said that during the implementation of Allscripts MyWay, it became clear that “Allscripts MyWay was very cumbersome and it was affecting our productivity. We really didn't use it for too long. While in the implementation stage, we found that it is not suitable for my type of practice. It was taking a long time (to implement), so we gave it up. Allscripts is a huge company. They have acquired a lot of different products and they are not focused and not cognizant of the needs of an ENT practice.”

Real People

Emphasizing that he looked at ENT systems for the last few years, Dr. Jaffari said, “One thing that motivated me to look further at WRS was that it was designed by Dr. Lawrence Gordon, an ENT specialist. WRS is a smaller operation (than Allscripts) so they were more approachable and we could talk to somebody. I also visited WRS office and saw how the system was being used in a practice. The WRS salesperson was very helpful. He came to our office. One of the reasons I selected WRS was because of the salesperson's pleasantness and openness to discuss the issues. The most important thing was his honesty. I feel much more comfortable now than with Allscripts because WRS is a smaller company that is more focused on physicians and especially the needs of an ENT practice.”

Custom Design

Pointing out that WRS is designed to enhance the workflow of an ENT practice, Dr. Jaffari said, “WRS helps us because it follows certain routine things that we do in our office. Another advantage is that we were able to customize WRS and modify some of the EMR templates to meet our needs. For example, for a patient with hearing loss, we used WRS template as a guide and customized our own templates. That’s been very helpful. The Physical Examination template is also a routine that an ENT practice uses and that has also been very helpful. The different pull down menus include our ENT type of exam so it makes it much easier for us to customize because the basic infrastructure is already there. It’s easier than starting from scratch. When we were initially looking at Allscripts, they said they would customize it. I said, ‘Even if you customize it, it has to be field tested in somebody’s practice and then you can implement it in your practice.’ I felt comfortable that Dr. Gordon is using WRS EMR. Whatever changes are made, I am sure that he tests these changes in his office first before he releases it to clients.”

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Getting Paid Fast

Slow payments from insurance companies can be an enormous drag on a practice’s bottom line. When it comes to getting paid quickly, WRS is a no brainer. “By the time I finish examining and treating the patient I can send the claim right from my examining room so that also saves us another step of somebody else having to look at the claim. I can verify the claim and it gets sent. It’s more accurate, because I have eliminated another person. Most of the time the claims go right from the examining room and I get paid faster than before. The most important thing is that the documentation is proper and the claims are going on time, and we’re getting paid pretty fast,” said Dr. Jaffari.

All Aboard For Meaningful Use

Meaningful Use Incentive funds are a nice piece of change that can boost a medical practice’s profitability. “We used the last quarter of 2012, on a 90-day basis and we have applied for it and our Meaningful Use attestation is in progress. WRS helped us apply for Meaningful Use. The system does it automatically so you really don’t have to do much. You just have to see if you comply with the requirements, and you just send it in. WRS was very helpful. We used WRS for PQRI (Physician Quality Reporting Initiative) and e-prescribing incentives,” stated Dr. Jaffari.

Rxs in a Flash

Playing phone tag with a patient's pharmacy is a time consuming nuisance. Not so with e-prescribing. "We do e-prescribing routinely. I don't have to write a prescription. I can just select the medication that I want the patient to have. It literally takes two or three seconds for the prescription to reach the pharmacy," said Dr. Jaffari, adding, "Patients don't have to have a written prescription; they just go to the pharmacy and pick up the medications. They don't have to go there and wait. That's an advantage."

Instant Communication

In addition to getting high patient satisfaction grades for e-prescribing, Dr. Jaffari is also acing it when it comes to communicating with patients. "Just the other day a patient told us they called for an emergency appointment and as soon as we gave her the appointment she was notified by e-mail in a few minutes. She said that it was so remarkable that she had just made the appointment and then received an e-mail notification that the appointment had been made," said Dr. Jaffari.

Power of the Portal

"Patients can search and get an appointment and pay their outstanding bills. It will save us paperwork if a patient fills out their demographic and insurance information online on the patient portal before they come in. We will also use the portal to provide educational material for the common problems we see in our practice, such as sinus problems, dizziness and hearing loss. We can put all of this patient information on the portal and they can access it and they will be more educated about their condition and be more satisfied with their care," said Dr. Jaffari.

Tender Loving Care (TLC)

Acknowledging that the transition from a paper to a paperless office requires some effort in order to get accustomed to the system, Dr. Jaffari said that his office staff is already very comfortable with WRS. What if a problem arises? "WRS is quite prompt. We send in a ticket and they address the problem within an hour or two. The customer service is good," said Dr. Jaffari.

The Price Is Right

Another important factor that comes into play when selecting an EMR is, of course, the price. "WRS is affordable. It is reasonably priced. I've looked at many different systems over the last few years. Sometimes companies come in with one price and they start adding different features, which hikes the price, whereas WRS comes in with one price. There are a few options, such as WRS Digital Pen. We started with WRS Digital Pen, which is also an advantage. Patients like it

because they can fill out patient intake forms. Their health history and insurance information is recorded into the system. The Digital Pen is extra, but it's worth it," stated Dr. Jaffari, who has recommended WRS to several doctors. "One group was going to go with Allscripts. They were ready to sign the contract. I told them to hold off and try WRS before they made the final decision. I feel comfortable recommending WRS," Dr. Jaffari said.

Offering Audiology Services

Finally, with a huge senior citizen population that is culled from Lakewood (which is ten miles from the New Jersey shore) as well as northern Ocean County and Southern Monmouth County, it is not surprising that when Dr. Jaffari had his office built, he designed it to include a separate area for audiology and hearing aid dispensing, as well as an area for minor procedures. "Ocean County has a big senior citizen population. We have a lot of senior citizen patients. We have a hearing aid specialist on staff. We do a lot of hearing aid work and we dispense quite a bit of hearing aids. Where we practice there are a lot of retirement communities and people feel comfortable dealing with a physician when they purchase hearing aids," he said.

Finally, while Dr. Jaffari who has been in practice for over three decades, no longer treats children, he has seen two of his patients grow up and become ENT doctors. What recommendation does Dr. Jaffari have for these former patients who have joined the ranks of ENTs? "Hopefully, they will use WRS," concluded Dr. Jaffari.