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## **MBA Physician Services**

**Huntsville, Alabama**

### **MBA Physician Services to Clients: WRS Boosts Billing and Then Some**

You could call Max Miller a connoisseur of EMRs. After all, his expertise in software systems and healthcare experience has been evolving for 35 years.



### **Executive Standards**

Peruse Miller’s curriculum vitae and you quickly realize that with his long history of serving as a healthcare executive. He is extremely knowledgeable and demanding when it comes to selecting or recommending the use of a particular EMR software system. “I am a career healthcare administrator. I’ve been everything from hospital CFO to a multi-specialty practice controller, to my last round, where I was an administrator of a 27 physician cardiology group. I couldn’t begin to name all of the billing software programs that I’ve used over the years. DST Healthcare Solutions is a recent one. GE Centricity is another one. There was also Shared Medical Systems, on a larger platform,” stated Miller.

### **Value Is a Virtue**

Six years ago Miller launched his first business, MBA Physician Services in Huntsville, Alabama. Miller believes that WRS is radically different from the numerous billing software systems that he

previously used. Why is WRS the gold standard? Miller's answer in a nutshell: Value.

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## Do-It-Yourself Reports

If anyone can speak with authority on the benefits of being able to create reports, it is Miller. "The ability to create and generate our own reports is tremendous, as opposed to having to go through a support team or development team to get reports and pay for each report. I really like being able to create my own reports."

## Integration Is Key

When queried how a physician can benefit from using billing software from a reputable company that also brings an EMR to the table, Miller replied, "The integration of billing and EMR is a huge benefit. With the physician's chart note passing directly over to billing WRS is a tremendous benefit."

Miller went on to say, "I like the integration of all the suites. Integration is always beneficial. We don't need a whole bunch of third party proprietary interfaces trying to link one module from one company to the module from another company."

Pointing out that when one of his billing clients, Dr. Mark Benfield was starting Pediatric Nephrology of Alabama, Dr. Benfield "did the legwork and evaluated and selected WRS," Miller said, "He has the full WRS suite of modules."



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## Reducing Overhead

Miller’s second billing client, Dr. Jose Mestre, is also using WRS full capabilities at Gastroenterology for Children in Birmingham, Alabama. “I recommended WRS to Dr. Mestre. This was a practice that was using paper charts. The practice did have an electronic billing package, but we converted everything over to WRS. We were able to convince Dr. Mestre to try it and we went live in January 2012. Dr. Mestre’s done very well. Since implementing WRS, they have seen a decrease in overhead. In terms of billing, there was no change in terms of the level of difficulty in Dr. Mestre’s transition from his previous billing software to WRS. Gastroenterology for Children certainly has decreased its resources by using WRS, including transcription (costs) from right out of the gate,” stated Miller.



Emphasizing that his third client didn’t have any software, Miller said, “They were doing everything manually. When I picked them up to do their billing, I personally signed a contract with WRS for the billing module. When it came time for me to personally purchase software in order to engage a new client, I selected WRS.”

## Team Spirit

Reflecting on his experience as an implementation project manager for one of his clients, Miller acknowledged, “I certainly didn’t know everything about the software, but I was familiar with it. There was a bit of a learning curve to contend with when implementing new software, but with WRS staff backing me up it was not difficult at all. I work some strange hours. I e-mail a question on Sunday evening for WRS to answer when they come in on Monday and I get an answer on Sunday evening. The team is a joy to work with. It’s imperative that you have a team to work with. It does you no good to acquire software and then be left standing around not knowing what to do with it. You don’t need to lose hours per day waiting for someone to respond.”

## The Future Is Rosy

While it's anyone's guess where Miller and his billing clients will go from here, one thing is certain. With WRS, everybody's future looks bright. "I was at a remote site yesterday implementing the patient portal for Dr. Mestre's Gastroenterology group. I think the patient portal will benefit his practice tremendously. Minimizing telephone tag will be a tremendous benefit for this practice through the portal. Being able to do prescriptions and refills through the portal will also be helpful. The patient education materials, which WRS has already posted, are excellent. We can upload our own materials as we need them. It's a tremendous resource," asserted Miller.

## Sage Advice

What advice does Miller have for physicians who are on the lookout for an EMR? "If you are a small existing practice, I recommend that you spend the extra few dollars for onsite training. The cost of the mistakes that you will make will be much greater than the cost of having the implementation team show up at your door to do some extra live hands on training," he recommended.

Like any new business owner, Miller had to contend with the challenge of securing clients when he launched MBA Physician Services. It appears safe to say that he quickly overcame this obstacle and now he is busy using WRS to help his clients overcome their challenges. "I can't say enough about the value of WRS product. What WRS brings to the table is really overwhelming. I've said the word 'value' 35 times, but value does sum up WRS product," concluded Miller.