Utilize Your Practice Management System (PMS)
to its Fullest Potential

In the wake of COVID-19, many Practice Owners are asking us: *What should we be doing while we wait for the stay-at-home orders to be lifted?* How you spend your time and efforts now will position your practice for success later – and it is important to focus on what you can control.

At Consult YHN, we believe an essential project that you and your staff should prioritize now is to **define, document, and train to your own Standard Operating Procedures (SOP) for your Practice Management System (PMS).** Properly tackling this project now will ensure you reap the rewards as you reopen and/or business ramps up – and Consult YHN is here to help.

Whether you use Blueprint, CounselEar, HearForm, Sycle, Sycle Pro, TIMS, or any other EMR system – they are all much more than just chart storage and scheduling calendars.

Have you considered:

- ✓ **Patient Database –** Could your database use a spring cleaning?
  - ➢ Your patients would love to hear from you! Make a courtesy call to each patient, and while you are at it, confirm and *update his/her patient contact information*, including email addresses. You can do this yourself, or if you'd like help – YHN's Your Patient Contact Center (YPCC) is offering enhanced Patient Outreach services for a limited time (sign up by April 30th) with reduced rates and a delayed payment option through May 30th. Learn more about YPCC <u>here</u>.
  - ➢ Define *patient segments/types*. One note of caution: if you choose to utilize the custom group function of your PMS, make sure to define your management process of these groups. For example, if a patient is Tested Not Sold (TNS) now, how will you ensure that he/she is reassigned to the HA User group if/when he/she purchases?

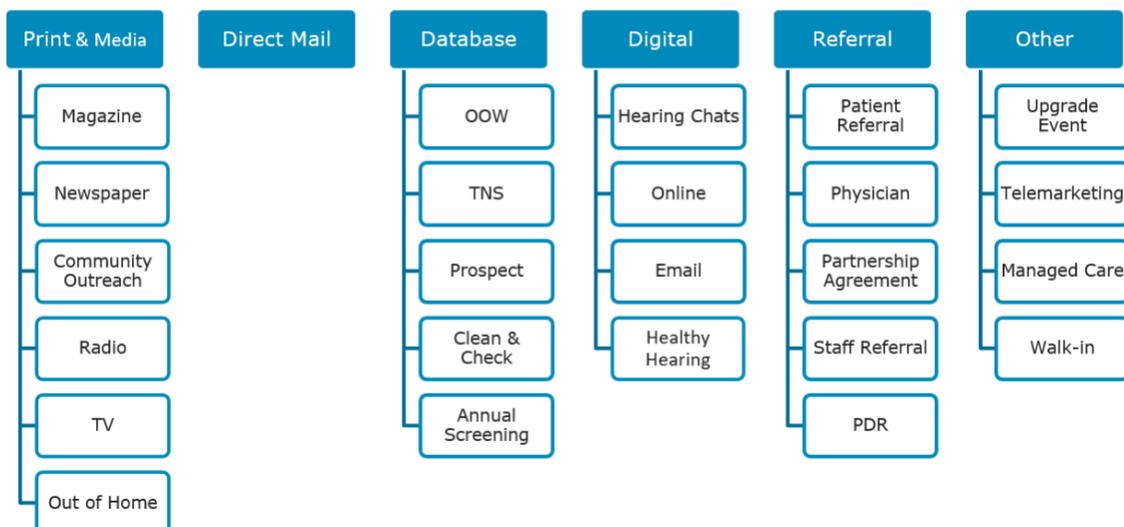   Examples of types of groups we suggest that you establish:

    - Prospects
    - Tested Not Sold (TNS)
    - Tested No Loss (TNL) / Tested Not Candidate (TNC)
    - HA Users
      - o In-Warranty
      - o Out of Warranty (OOW)
    - Seasonal (summer/winter)

- ✓ **Tracking & Reporting –** Is the data in your PMS reliable? Establishing SOPs for data entry is essential for certifying that your staff knows how to properly document activities and outcomes, ensuring that you can trust the numbers. As a result, you

move from "I think" to "I know" when it comes to the performance of your business operations.

➢ Key Performance Indicators (KPIs) – Does your PMS support tracking for the following metrics? If so, you need to know the data entry requirements as well as how to find this information. If your PMS does not provide this information, you should work with your Consult YHN Account Manager (AM) to define how to track these items independently.

- Sales Reports
  - Hearing Aid units (by payer type – private pay, insurance/Third Party Administrator (TPA))
  - Dispensing fee units
  - Returns / Exchanges
- Other Opportunity Statistics
  - Closure Rate
  - Binaural Rate
  - Third Party (companion) Rate
  - Aidable Rate
  - Cancellation / No-Show Rate

➢ Referral Sources – Tracking referral sources is necessary for calculating Return on Investment (ROI) and identifying trends, which will guide future strategic decisions. We suggest you use Consult YHN's Primary Tracking Sources Breakdown to help you organize your referral source options in your PMS:

Primary Tracking Sources Breakdown

Print & Media	Direct Mail	Database	Digital	Referral	Other
Magazine		OOW	Hearing Chats	Patient Referral	Upgrade Event
Newspaper		TNS	Online	Physician	Telemarketing
Community Outreach		Prospect	Email	Partnership Agreement	Managed Care
Radio		Clean & Check	Healthy Hearing	Staff Referral	Walk-in
TV		Annual Screening		PDR	
Out of Home					

➢ Appointment Statistics – Our recommendation for best practices when tracking appointment outcomes is to limit the options to four categories:
    1.   Completed
    2.   Rescheduled
    3.   Cancelled
    4.   No-Show

➢ Hearing Aid Aging Report – Knowing how to run the report and customize its parameters is vital for long-term patient follow-up protocols.

✓ **Financial Data –** Similar to the tracking and reporting information above, consider validating your procedures to ensure that the financial data generated by your PMS is accurate.

➢ Update your inventory/*product lists* – Do you still have products listed in your system that you no longer sell? Clean up these lists and update both the cost of goods and retail prices that you charge for each product. This will result in accurate average selling price (ASP) and profit margin information.

➢ Does your *QuickBooks Integration* need attention? Your Account Manager can offer assistance in determining your chart of accounts. As a start, we recommend that you categorize your *revenue sources* as such:
- Hearing Aids
- Diagnostics
- Dispensing Fees
- Repairs
- Other – This may be a catch-all for all remaining revenue or you may choose to include additional categories that are more specific.

➢ Do you effectively utilize the *Insurance Billing* capabilities of your PMS?

✓ **Patient Communication –** Understand the options within your PMS. Now is a great time to look into how to best use the following features as you work with your Account Manager on adjusting your Annual Marketing Plan.
➢ Marketing lists
➢ Email marketing
➢ Custom forms/letters
➢ Automated appointment reminders
➢ Recall reminders (Welcome, Birthdays, Annual Exam Reminder, etc.)

✓ **Scheduling –** Revisit your processes and procedures.
➢ Define a "sales opportunity" and document it accordingly in the system
➢ Update lists of appointment types and duration – consider differentiating between Private Pay/Insurance vs. TPA referrals
➢ Update the schedule blocks (especially opportunities) on your calendar based on your Annual Strategic Action Plan and your catch-up analysis
➢ Online Appointment Booking/Scheduling

✓ **Remote Care –** Find out how your PMS supports telehealth appointments.

- ✓ **Specialized features –** Here are some examples of what might be available to you:
  - ➢ Online Review Builder
  - ➢ Medical Report Writer
  - ➢ Patient Reports
  - ➢ Barcode Scanning
  - ➢ Online Intake Forms
  - ➢ Customizable Dashboards

Whether you are thinking of digging into all or only part of this list, your Consult YHN Account Manager has the tools and resources to help. We also highly recommend seeking assistance directly from your PMS support team. They are the experts at training you on best practices for using their systems. To kick this off, Consult YHN has recently hosted a few Q&A sessions with several of our PMS partners, including Blueprint, CounselEar, and Sycle. The recordings are accessible here.

Contact Your Account Manager Today

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