

Integrated Platform Sets Practice Apart from Competition

Franco & Co is an innovative podiatry practice with a thriving medical spa, providing foot care, medically supervised cosmetic services to its patients across its clinics, nursing homes, assisted living facilities and hospitals.

Learn how Franco & Co leveraged the full features of the CareCloud platform, from patient to payer, to chart in half the time and achieve a 9% improvement in net collections.



FAST FACTS

Franco & Co

- Podiatry
- 1 Provider
- 2 Locations
- 3 Staff

Solutions

- Charts EHR
- Concierge RCM
- Breeze PXM

The Challenge

- Documentation requirements were accumulating, leading to long hours re-transcribing information into the EHR
- Working with nursing homes, assisted living facilities and hospital-based patients, the physician required a way to access patient information and document on the go
- Patients were approaching the practice with consumer expectations, only to be met with clipboards and repetitive paperwork

THE CARECLOUD DIFFERENCE

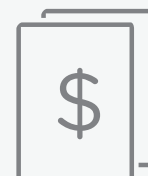
FASTER CHARTING
50% FASTER



PATIENT INTAKE
10 MINS FASTER



NET COLLECTION RATE
9% INCREASE





Anytime, Anywhere Clinical Workflow

Franco & Co is a podiatry practice with a difference, offering state of the art podiatry care alongside medical spa services. For patients, founder Dr. Sandra L. Franco takes the time to understand, plan and implement innovative podiatric care to treat both common and complex orthopedic and neurological conditions. With the combination of cosmetic medicine and traditional podiatry services, Dr. Franco has become well known for wound and lower extremity reconstructive surgeries and for delivering mobile services to hospital and nursing home patients.

Running a beautiful and clinically innovative medical spa on old fashioned software didn't sit well with Dr. Franco. She wanted software that would be user friendly for her clinical workflow, but also user friendly for staff and for patients. After extensive research finding mostly antiquated interfaces or cut-and-paste workflows, Dr. Franco found CareCloud. CareCloud's top-of-the-line practice management and EHR solutions offered the clinic all the tools it needed to be productive, wrapped up in a modern, easy-to-use interface.

"CareCloud was so innovative, with such a fresh, neat look," notes Dr. Franco, "It fit like a glove." One-click communication with other practitioners, integrated office chats and simple charting transformed using the integrated system into a "fun" experience for the whole office. Jaime Franco, Office Manager at Franco & Co, noted "CareCloud is super intuitive for the physician, but also for the employees and for patients."

Dr. Franco works closely with nursing homes, assisted living facilities, hospital-based patients and office-based patients, relying on CareCloud's mobile app, Companion, to securely view and manage appointments and patient charts anytime, anywhere. Companion lets Dr. Franco easily stay connected to patient and practice data in CareCloud's cloud-based EHR. CareCloud helps Franco & Co go wherever Dr. Franco goes.

Companion helps Dr. Franco streamline documentation both inside and outside the office, simplifying the process of adding pictures of wounds to patient charts. “It’s very useful to take pictures of the patient, label the pictures, then add it to the patient chart,” notes Dr. Franco, “It’s very streamlined for documentation.”

Dr. Franco leverages the preset templates available in Charts as well as custom templates specific to her practice

“BEING ABLE TO LOG INTO
CARECLOUD TO DOCUMENT
ANYWHERE IS AMAZING.”

and patients. “The templates help a lot to increase my workflow,” notes Dr. Franco, “When I had to do regular charting, my paperwork would accumulate, needing to be re-transcribed into the EHR. With CareCloud, it’s just very streamlined.”

CareCloud’s streamlined charting workflow and customizable templates have allowed Dr. Franco to document in half the time. In less than 5 minutes, Dr. Franco can open a template, enter the new information and attach photos. Even sending notes to the Primary Care provider is just one click away, no matter what platform they are on. Saving this time on documentation and communication has

made it possible for Dr. Franco to see more patients in her day - and ultimately deliver a much better patient experience.

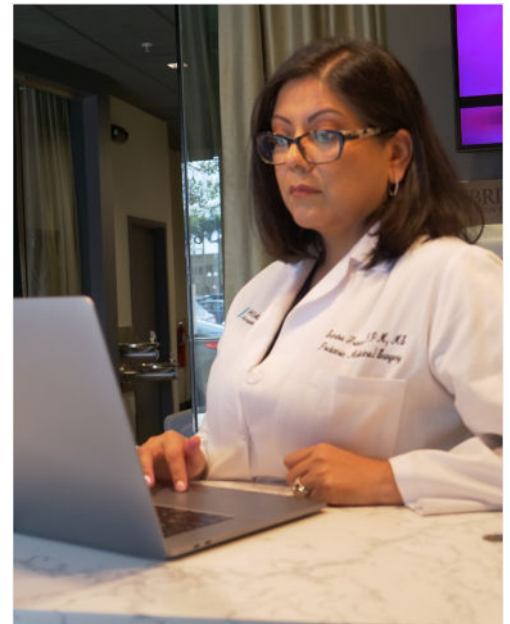
Integrated Platform Increases Productivity

For Franco & Co, one of the biggest savings comes from working with a platform that integrates both practice management (PM), EHR and patient experience. “CareCloud has a vast amount of functionality from A to Z,” notes Jaime, “From the scheduling app all the way through to the billing app, it’s very easy and streamlined to use.”

“The integration of practice management with our EHR has had the biggest impact on our practice,” notes Dr. Franco, “It’s so easy to finish my note, enter my codes, then have a quick recheck by my staff before sending it off.”

The timeframe between clinical encounter and posting claims is now very tight, with no delay while someone else determines an appropriate code or tracks down information for a superbill. CareCloud includes all the information required for the superbill, saving time and money for the practice, and the dedicated revenue cycle management (RCM) services team at CareCloud are always on board to chase down every dollar and follow up on any denials that may come up. With the help of CareCloud, net collections have improved by 9%.

Staffing models today require that medical practices use their staff to the top of their value. For many, outsourcing billing can be a cost effective solution to tap into a talented skills pool without the costs associated with hiring full-time employees. “You don’t have to have an extra biller or have someone for collections or have an array of different people trying to get a claim paid. It’s all within CareCloud.”

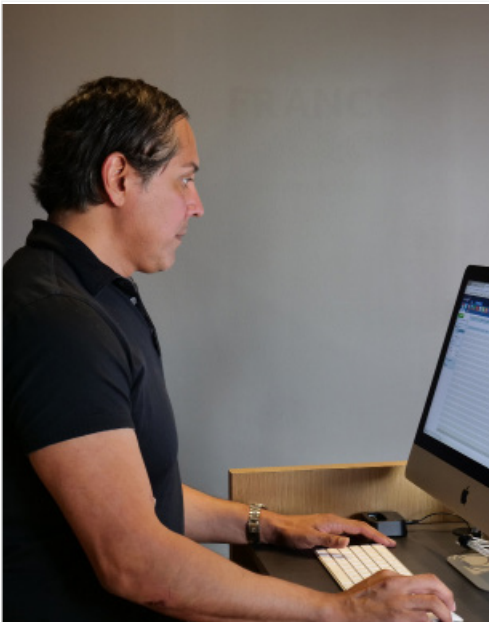


“IT’S AMAZING THAT IT’S ALL IN ONE SYSTEM AND ALL SUPPORTED BY ONE TEAM.”

CareCloud’s built-in reporting templates and the ability to create custom templates have helped the practice realize greater efficiencies and oversight over practice performance. Franco & Co set up key reports to run automatically, providing the deep insight on key performance metrics. Day to day, they use Command Center for an instant snapshot of the operational and financial metrics that matter the most, watching for trends in billing and number of new patients.

On the service side, Franco & Co can ask questions of their dedicated client manager or the service center knowing that knowledgeable, local staff are there to answer. “When you’re busy trying to run a practice, you can’t be on hold,” notes Jaime, “If ever an answer is not resolved immediately, I know CareCloud will call me back right away. Every touchpoint is 100% from Day 1. It was very easy to get started with CareCloud.”

Having a dedicated client manager for RCM services, one with experience in podiatry, is invaluable. “It’s like having a private consultant, helping drive innovation and improve our metrics. She’s there every day, every week to make sure we meet our goals.” Regular, automated updates from CareCloud help Franco & Co stay on top of all the latest changes, with customer-driven features continually offering new opportunities to increase practice productivity. “There are so many updates with CareCloud and they’re so innovative and fun that you look forward to each month’s release date,” notes Jaime.



“CARECLOUD MAKES SURE WE’RE AHEAD OF THE GAME.”

Attracting New Patients & Revenue

Franco & Co were among the first to leverage the latest in patient experience management, Breeze, which integrates right into their EHR + PM to realize efficiencies in the patient lifecycle and offer a modern, relaxed experience to patients. Breeze makes Franco & Co more efficient, from checking patients in to collecting on patient responsibility and even opening up new revenue streams with retail services.

Eliminating paper at the front desk has been great for patients and for staff. Patients can review and update demographic and insurance information anytime, from anywhere. Their answers are automatically sent to CareCloud for staff to review and approve into the PM, with automatic flow into the EHR to improve point of care. Dr. Franco can easily reference past medical history, allergies and medications, reducing the duplicate questions often asked of patients, improving clinical encounters and supporting improved patient outcomes.

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“I’m a fierce critic of technology,” notes Jaime, “But Breeze has wowed me. It’s wowed our patients. It’s wowed our staff. It’s wowed our doctors.”

“Breeze does it all for the front desk,” notes Jaime, “Because Breeze figures out how much to collect, it save us a lot of time on managing co-payments and co-insurances.” Multiple payment options and configurable payment plans means that it’s easier to collect the growing patient responsibility, whether they are in the

practice, at home or on the go.

Breeze has helped shave 10 minutes off of patient intake for new patients, and 5 for returning patients, translating into thousands of dollars saved per year for the practice. With all the time saved in the practice, front office staff are able to engage with patients at a different level. “Patients comment on how wowed they are,” notes Jaime, “They are impressed that we are so innovative - and that all starts with Breeze.” The level of service has set Franco & Co apart from the competition, helping attract and retain new patients. “We’re able to send new patients a link to complete their documentation in the comfort of their own home,” notes Jaime, who notes that patients are impressed by how quickly they’re able to then see the doctor upon check-in. With young professionals, Breeze has allowed Franco & Co to offer its patients the efficient service they’ve come to expect as consumers. For the older population, the transition to Breeze has been seamless, with patients pleased about the elimination of paper for the environment and the increased security of cloud-stored data versus paper.

For patients of their medical spa, customers come to Franco & Co with high expectations. Breeze has allowed the practice to offer a modern, seamless experience. “People see us as innovators because of Breeze. This impression helps them see us as cutting edge across the practice, including procedures and treatments.”

**“BREEZE HAS SET US
APART FROM THE COM-
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Franco & Co has used Breeze to expand its retail capabilities, which are a “critical” area of revenue for the practice. The powerful yet easy-to-configure retail services post right to the PM, tracking sales of over the counter medications or spa products. Unlike traditional retail services, Breeze presents patients with an opportunity to refill or ask for another product when they visit the office. Breeze has helped Franco & Co realize new opportunities to grow their retail sales.

Want to learn more about how **CareCloud** can take care of your practice?

Visit carecloud.com/product-tour or
call us at 1-811-342-7519 to schedule a demo of our platform.

FROM PATIENTS TO PAYERS AND EVERYTHING IN BETWEEN

