

## 60-year-old Community Practice Expands from OB/GYN to Multi-specialty with PrimeSUITE

### Challenge

The Veranda is a rather unique practice. Celebrating its 60<sup>th</sup> year of service to the Albany, GA area in 2012, it has always prided itself on being on the cutting edge of medical care. Although it had implemented a practice management (PM) system many years ago, the looming Y2K “crisis” and a planned new facility caused its team to consider new opportunities for advanced information technology support in the late 1990s.

The practice wanted a solution that would include an integrated electronic health record (EHR)/practice management (PM) solution, as well as one that could support multiple specialties as the practice considered growing outside of its OB/GYN roots.

### Solution

The Veranda found its answer in PrimeSUITE® — the integrated EHR/PM and interoperability solution from the then relatively young Greenway®. “We were actually one of the first practices to use the new solution once it was generally released,” recalled the practice’s administrator, *Nancy Brown*, RHIA.

“One of the things we liked immediately about Greenway was its team’s willingness to work with us to enhance the system to meet the unique needs of OB/GYN,” she continued. “From the beginning, we never felt as if they were just trying to sell us a product; they’re truly all about improving care delivery.”




The Veranda went live on PrimeSUITE’s EHR in July 2004 after working closely with the company to develop the OB Problem List and other functionality so critical to a practice that provides care to high-risk OB patients. Since then, the practice has added Greenway solutions including a popular *patient portal* (PrimePATIENT®) and *automatic patient reminders*; an *interoperability engine* (PrimeEXCHANGE®) that enables allow seamless data exchange between the PrimeSUITE EHR, the practice’s lab and radiology systems and external systems; and, more recently, PrimeRESEARCH™ so the practice and its patients can benefit from *participation in clinical trials*.

### Results

**Expanding to serve the entire family** — Before the new clinic was constructed and the EHR/PM system was installed, The Veranda held community focus groups comprised of both current patients and non-patients. “What we discovered is that they had a strong bond with their OB provider, but were concerned about the availability of coordinated care services for their entire family, including children who were a bit old for a pediatrician but not quite ready for internal medicine. So we committed to expanding our scope, first adding family practice and then pediatrics and endocrinology. We couldn’t have managed that without PrimeSUITE, since it’s so flexible and has evolved to support the unique needs of so many specialties.”

*“I don’t think there’s a more perfect system out there than Greenway’s PrimeSUITE.”*



THE VERANDA, P.C.

Formed in 1952 by Albany, GA native *John S. Inman, Jr., MD, FACOG*, The Veranda grew from a traditional yet forward-looking obstetrics/gynecology practice to a multi-specialty provider of health services for the entire family. Today, the practice has 12 physicians and seven mid-level providers delivering care in the areas of OB/GYN (including high-risk), family practice, endocrinology and pediatrics. The Veranda also offers relaxation services through the Mint Julep Day Spa center.

[www.theveranda.org](http://www.theveranda.org)

**Physicians and using the computer** — Today, every physician and allied health professional at The Veranda uses PrimeSUITE to document and deliver care, and the practice has been paperless for years. “Not surprisingly, some physicians were initially more comfortable using a computer than others. But PrimeSUITE is very intuitive. And we were all committed to not just duplicating our existing workflows and processes, but to look at it as an opportunity to streamline our practice. It was really both a technological and an adaptive change that opened the door for so many improvements.”

Brown noted that today, doctors can’t imagine practicing without PrimeSUITE. “We use a lot of the system’s flags, to ensure we’re doing things like mammograms and PSAs for patients as recommended. That’s been an immense support in providing best-practice care. And physicians love the remote system access; even when they’re traveling for continuing education, they can easily stay engaged in caring for their patients.”

**Making ‘meaningful use’ easy** — With the practice’s comfort level with PrimeSUITE after nearly a decade of use — coupled with the solution’s intuitive Meaningful Use Dashboard — attesting to EHR meaningful use and receiving incentive dollars “was a really easy move for us. We’ve already attested for all of our qualifying physicians.”

**Contributing to the body of medical knowledge** — In 2011, the practice began using Greenway’s PrimeRESEARCH to participate in clinical trials. “We appreciate the opportunity to share our patients’ experience in these studies that have the potential to advance medical care. It’s ultimately a benefit both to the practice and to our patients, and PrimeRESEARCH helps make participation in trials simple while we go about the daily business of serving our patients.”

**A ‘wow’ factor for patients** — Patients find it’s amazing that their caregivers can pull up comprehensive information while they interact with the patient and deliver care. “It makes them really appreciate and trust the accuracy and reliability of the data being used. It’s definitely a ‘wow’ factor for them.”

Also a hit with patients are new ways that enable them to easily interact with the practice. In addition to the PrimePATIENT online portal, The Veranda has begun using EHRnotify, a partner solution provided through Greenway. It works in conjunction with PrimeSUITE to enhance communications with patients regarding their upcoming appointments, sending them an email, voice or text reminder depending on their contact preference. “They’re really appreciating the reminders, and it’s contributing to fewer missed appointments.”

**A valuable physician recruiting tool** — As The Veranda continues to grow — both in number of doctors and specialties — Brown said that the practice’s ingrained use of PrimeSUITE has been a boon to physician recruitment. “One of the first things many prospective physicians ask us is whether or not we’re using an EHR. It’s definitely helped us in recruiting.”

**‘On the forefront of healthcare’** — Through all of these innovations and more, the 60-year-old practice is committed to remaining on the forefront of healthcare. “Electronic health records are vital to our nation’s new era of healthcare reform, and at The Veranda, we’re proud to be on the leading edge in using them to serve our patients.”

## For More Information

For more insights into how Greenway customers are utilizing our solutions to coordinate and improve cost-effective care, view the video interviews at [www.meetgreenway.com](http://www.meetgreenway.com), see our main website at [www.greenwaymedical.com](http://www.greenwaymedical.com) or email us at [info@greenwaymedical.com](mailto:info@greenwaymedical.com).

---

*“One of the first things many prospective physicians ask us is whether or not we’re using an EHR. It’s definitely helped us in recruiting.”*

**Nancy Brown**, RHIA  
Administrator  
The Veranda  
Albany, GA

### Key benefits/outcomes

- Improved care coordination and practice operations across an expanding number of facilities, physicians and specialties
- Supports increased patient volumes and satisfaction
- Increased revenue through “easy” attestation for meaningful use funds, and participation in clinical research trials

### Greenway solutions featured

PrimeSUITE  
PrimePATIENT  
PrimeEXCHANGE  
PrimeRESEARCH  
EHRnotify