


## PrimeSUITE ‘Absolutely Fantastic’ Solution for Solo Practitioner

### Challenge

Vandna Jerath, MD, might be considered part of a dying breed. As more and more doctors join large group practices or become hospitalists to avoid the complex demands of operating a medical practice, she elected for a traditional career as a solo practitioner — caring for each patient’s comprehensive and unique health needs with a caring, coordinated and hands-on approach.



But Dr. Jerath knew for her **Optima Women’s Healthcare** practice to succeed, she needed strong, integrated clinical, practice management and revenue cycle management solutions that kept her tightly connected to her patients and their information — solutions that could help her practice run extremely cost-effectively to ensure its continued growth and survival.



**OPTIMA™**  
Women’s Healthcare

Optima Women's Healthcare is a private practice in Parker, CO specializing in obstetrics, gynecology, infertility, urogynecology and wellness. Dr. Jerath and her staff are committed to providing each patient with an exceptional level of compassionate care and attention and strive for individualized and personalized care for every woman.

[www.optimawomenshealthcare.com](http://www.optimawomenshealthcare.com)

### Solution

Dr. Jerath found that support in a combination of solutions from Greenway. PrimeSUITE® — Greenway’s single-platform, fully integrated electronic health record (EHR), practice management and interoperability solution — combines with the company’s PrimeMOBILE™ remote clinic capabilities to bring her connectivity and complete patient information at her fingertips...anywhere, anytime. They enable her to take her own call and handle after-hours questions and emergencies, providing an unparalleled continuity of care through each patient’s pregnancy and delivery.

The PrimePATIENT™ online portal gives her easy, two-way communications between her practice and her patients for appointment requests, inquiries or for them to submit sensitive health information. Her patients particularly appreciate the timely and direct access to her that the patient portal provides. PrimeEXCHANGE™ provides the seamless flow of patient data such as outside lab results directly into the patient’s chart.

And by utilizing Greenway’s PrimeRCM™ revenue cycle management service, Dr. Jerath quickly leverages the wealth of data she gathers in PrimeSUITE while treating her patients to enable accurate medical coding, timely insurance billing, and the prompt payment that keeps her small-but-growing practice’s cash flowing.

### Results

**Coordinated care, confident patients** — Today, less than two years after launching her practice, Dr. Jerath is considered on the cutting edge of delivering connected, 21<sup>st</sup> century care. Her practice continues to expand, because her patients know that whatever she’s doing, wherever she is, she can answer their questions quickly, backed by the full information in their electronic health record.

*“Patients have come to view PrimeSUITE as a huge benefit that differentiates our practice.”*

"I can access their records through any computer, through my phone or through my iPad, so I have connectivity at all times," Dr. Jerath said. "So my patients know that when they call me, even after-hours, I can pull up their chart and serve them with confidence. They don't wait and wait for a response, or hear 'I don't know; I'll have to look into that.' I can take care of their situation right away, and they've come to view it as a huge benefit that differentiates our practice."

**Comprehensive, legible records** — "Patients know their records with us are very organized, very legible," Dr. Jerath noted. "Sometimes when I receive records from their other physicians, I can't read them. But with our records, patients know it's all very clear. And it's clear to the staff, so we're all communicating the same thing to the patient."

**Maintaining privacy and improving access** — While all patient information is personal and confidential, especially in obstetrics and gynecology a number of highly sensitive questions must be answered. Dr. Jerath's patients appreciate the ability to complete their health history forms online through the PrimePATIENT portal, in the privacy of their own home rather than publicly in the doctor's office with other people nearby. They also like being able to easily ask a question, request an appointment, refill a prescription or pay their bill online.

**Remaining profitable** — By accessing PrimeSUITE through a remote, cloud-based service, Dr. Jerath keeps her IT capital and ongoing operating costs low and manageable. "This continues to be absolutely fantastic for me. There are so many expenses associated with getting a small practice up and running, and this has been an extremely cost-effective solution to enable me to afford the full capabilities of PrimeSUITE for my patients."

The single-platform, fully integrated nature of PrimeSUITE's EHR, practice management and revenue cycle management solutions has simplified the business of operating Dr. Jerath's practice. "That — coupled with PrimeMOBILE — has enabled me to literally capture charges right after I've taken care of a patient in the hospital, for instance. Charges are posted within hours of me performing a surgery or delivery, which is critical to the growth and financial success of my practice. Greenway offered the all-inclusive solution I knew I needed."

Because of the PrimeRCM service, Dr. Jerath hasn't had to hire coders and billers or deal with complex and ever-changing insurance issues. "With the RCM team, I know that someone is always looking at our account and nothing is slipping through the cracks. They're watching out for my bottom line while I'm out serving our patients."

## For More Information

Watch interviews with Dr. Jerath and many other Greenway customers at [www.meetgreenway.com](http://www.meetgreenway.com), read information about the company's advanced, award-winning care coordination solutions at [www.greenwaymedical.com](http://www.greenwaymedical.com), or email us at [info@greenwaymedical.com](mailto:info@greenwaymedical.com).

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**Vandna Jerath, MD**  
Optima Women's Healthcare  
Parker, CO

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### Key benefits/outcomes

- Physician maintains autonomy as solo practitioner
- Access to complete patient information 24/7 to take call and coordinate care
- Frees doctor from managing billing; improves cash flow
- IT infrastructure costs remain low

### Greenway solutions featured

PrimeSUITE

PrimeMOBILE

PrimePATIENT

PrimeEXCHANGE

PrimeRCM