

Mound Family Practice Adds to the Future of Medicine with PrimeRESEARCH

Key benefits/outcomes

- Ability to participate in clinical trials while continuing to provide high-quality patient care
- Enhanced critical thinking
- New revenue source
- Improved standing in the community
- Access to Greenway staff with deep understanding of clinical trials
- Efficient tools to meet study guidelines

Solutions featured

PrimeSUITE
PrimeRESEARCH

About Mound Family Practice

Mound Family Practice, located in Miamisburg, OH, provides a broad range of care for the entire



family —
from new-
borns to
children,

teenagers, adults and seniors. Its physicians, nurses and staff are committed to providing personalized care of the highest quality to each patient. www.moundfamilypractice.com

“Greenway is really on the leading edge. PrimeRESEARCH makes it possible for a practice like ours to participate in clinical research while still taking excellent care of our patients.”



W. Brent Ashcraft, MD
Mound Family Practice
Miamisburg, OH

To learn more...

...about how Greenway customers are using our solutions to coordinate and improve cost-effective, high-quality care that improves health outcomes, see our website at www.greenwaymedical.com or email us at info@greenwaymedical.com.

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Challenge

A busy provider organization, **Mound Family Practice** had its hands full caring for its more than 4,000 patients. Its physicians didn’t consider adding research to the mix, even though clinical trials have the potential to advance medical knowledge and patient care. “Medical research is one of the requirements of becoming a fellow in the American Academy of Family Physicians,” said *W. Brent Ashcraft*, MD, one of the practice’s four physicians. “I always thought of myself as one of the guys in the trenches who didn’t have time for research.”

Solution

Mound Family Practice went live on the Greenway® PrimeSUITE® integrated solution in 2006, and quickly made evidence-based medicine a standard for all patient care. “PrimeSUITE has changed the way I care for patients,” Dr. Ashcraft said. “The system reminds me of the best practices as I’m making treatment decisions.” Mound Family Practice then got active with PrimeRESEARCH, a complimentary service for Greenway customers.

“Dr. Jim Ingram (Greenway chief medical officer) told me about the service and how we could participate in clinical trials using the data we were already gathering in PrimeSUITE as we served patients,” Dr. Ashcraft said. “That’s when I realized research was something we could actually do.”

Results

Mound Family Practice is currently active in six clinical studies, including two studies in atrial fibrillation and one studying patients with diabetes. A team of Greenway research specialists train the practice’s staff and help them use PrimeSUITE to organize their data and streamline every aspect of participating in clinical trials. “The Greenway research team serves as a portal to research,” Dr. Ashcraft said. “If I were doing this on my own, I wouldn’t know where to start.”

Efficiency — After receiving training from the Greenway research team, Mound Family Practice designated medical assistant *Christine Barber* as a study coordinator. Greenway staff alerts the practice to studies that match its patient population and queries PrimeSUITE to see if the practice has enough eligible patients to participate. “Before we had PrimeSUITE, there was no way to know, for instance, how many diabetic patients or heart/lung patients we had without an exhaustive search,” Dr. Ashcraft noted.

Improved standing in the community — “Many of our patients have said they like knowing that we’re helping advance medical knowledge,” Dr. Ashcraft said. And participating in research gives Mound Family Practice more opportunities to collaborate with other researchers in the medical community.

Critical thinking — Family physicians typically spend the bulk of their days interpreting medical information for patients. Participating in clinical studies provides Dr. Ashcraft and his associates a reason to think in research terms as well. “I find myself thinking more critically and analytically now that we’re involved in these studies,” Dr. Ashcraft said. “And I enjoy the chance to learn about the latest innovations in treatment.”

New source of revenue — Besides advancing medical knowledge, clinical studies can add a significant revenue stream to the practice. “The amount of revenue depends on how the study was set up, but we do get compensated for our participation,” the doctor noted.

Summing up his experience, Dr. Ashcraft stated, “Greenway is really on the leading edge. PrimeRESEARCH makes it possible for a practice like ours to participate in research while still taking excellent care of our patients.”