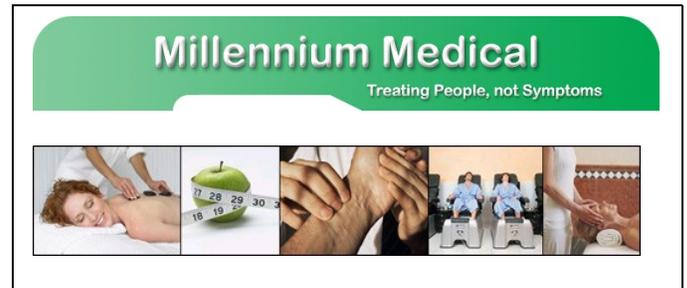


## CASE STUDY: MedAppz iSuite at an Integrative Healthcare Clinic

### Millennium Medical

#### Florida's Largest Integrative Healthcare Practice Chooses MedAppz iSuite EMR System for Low Cost, Unmatched Customizability; Faster Receivables

Millennium Medical opened up for business in 1982 in Saint Petersburg, FL, with a unique mission: To emphasize "patient care" rather than "disease care," and in doing so offer a more effective way of achieving long-term wellness than the temporary damage control so common in much of today's medicine.



Millennium Medical Draws Upon Traditional, Integrative, and Holistic Approaches to Keep Patients Healthy

Today Millennium is the premier wellness provider in the Tampa Bay Area, with more disciplines under its roof than anyone. Its staff includes primary care physicians, physical therapists, chiropractors, acupuncturists, licensed massage therapists, and weight control specialists. Drawing upon a variety of medical disciplines - traditional, integrative, and holistic – Millennium has to date treated more 32,000 patients.

### The Millennium Challenge:

#### Finding the Right Technology Partner for a Multi-Specialty Practice

“We are a multispecialty practice with 13 providers and six specialties, serving more than 100 patients per day,” says Lynn Shulman, CPC and Millennium practice administrator. “We knew the medical world was moving to electronic health records, and we were interested in getting ahead of the curve because we knew it would help us realize operational efficiencies—but we couldn’t find *any* other system out there that could support our five different specialties in addition to our traditional medical physicians.”

MedAppz senior clinical implementation specialist Bill Schmidt managed the installation for MedAppz and says there were two keys that made the implementation of MedAppz iSuite billing, scheduling, and electronic medical record at Millennium a success.

The first, he explains, is the sophistication of the MedAppz code itself. This helped Schmidt’s team quickly customize and implement record and billing technology that supported the additional specialties that set Millennium apart, including physical therapy, chiropractics, acupuncture, licensed massage therapists, and nutritionists. Millennium’s nutritional supplement and weight loss products alone are a huge cash-base product line requiring a sales and inventory system. No EMR vendor offers that out of the box—but “MedAppz promised to customize a satisfactory way to track sales,” Shulman notes.

“But the second great secret to the Millennium installation success,” says Schmidt, “was simply Lynn Shulman herself!”

Once she saw how MedAppz iSuite could transform practice operations, Shulman provided internal leadership that created excitement and support among staff. She was a detail-oriented evangelist. “Within weeks, if not days,” says Schmidt, she provided every bit of data we needed to customize all their initial operations.”

### **Immediate Bottom-Line Benefits**

“We were running a month behind in billing because we were seeing about 100 patients a day—and about 60 of them saw three or four providers in the same day,” says Shulman.

Millennium staff would start by gathering info from every practitioner, and adding up line items. Then Millennium staff would coordinate multiple charts from multiple practitioners (while trying not to lose any paper or data), manually enter each item, and begin the billing process. “Ten percent of our mail each day back then was a rejection, each month we’d get an “Explanation of Benefits” statement from Medicare with four pages of denials, and we were 30-60 days behind on billing,” says Shulman. “MedAppz changed all that, and now we bill much of the work in less than 24 hours.”

By providing instant electronic communication throughout the facility, MedAppz iSuite also eliminates a great deal of wasted foot traffic back and forth through the Millennium facility each day. Why? Because Medicare requires a medical doctor approve every instance of a patient visiting a physical therapist, and now that can happen instantly.

Other MedAppz benefits that pleased Lynn and other Millennium staff include *automatic coding help* (MedAppz has drop-down menus, and will flag you if you enter the wrong number of digits), *ease of customization* (“Even I can add modules,” says Lynn, “and I’ve already built templates for vaccinations and trigger point injections!”), and *responsive customer service* (“Our previous vendor kept us on the phone for half an hour; today in that time, often the problem’s diagnosed and solved, and I’m onto my next daily task.”)

Matched with the savings of an initial low investment that, Shulman says, “no other vendor could come close to,” MedAppz EMR iSuite solution has kept Millennium on the cutting edge—both in terms of its unique integrative approach, and its technology leadership. ■

### **Millennium Medical**

*On how MedAppz iSuite reduces error, speeds revenue, and helps better serve patients*

**Customization:** “MedAppz provided records and billing not only for our traditional medical practice, but for five additional specialties.”

**Bottom-Line Benefit:** “MedAppz reduced billing errors 35-40%, cut our receivables cycle by months, and helped us slash our Medicare rejection rate. Best of all, MedAppz came at a price no one else could come close to.”

**Responsive Service:** “Getting help from our previous software vendor was so frustrating I wanted to shoot myself in the head. MedAppz picks up the phone, dials in remotely, and diagnoses immediately—they’re there for you!”

— *Lynn Shulman, Millennium CPC and practice administrator*

**Millennium Medical, Inc.**  
**www.millmd.com ▲ 727-541-2675**

1-877-Medappz  
[www.MedAppz.com](http://www.MedAppz.com)  
[info@MedAppz.com](mailto:info@MedAppz.com)

