

## CASE STUDY

# Why I Switched to MicroMD

### ORGANIZATION

Dr. Tareq Hulali, a solo Pediatrician, has an office in Midland, Texas

### OBJECTIVE

Improve office efficiency with management, services and scheduling, and to reduce costs associated with billing.

### SOLUTION

Replace current Practice Management (PM) and Electronic Medical Records (EMR) system with MicroMD PM + EMR solutions from Henry Schein. Also, install an on-site client server system in favor of the previous cloud-based system.

## Objective

Prior to opening his own office, Dr. Tareq Hulali worked in a clinic with other pediatricians and utilized MicroMD PM + EMR software. During his last two years at the clinic, he was the most productive provider there because of his fast, streamlined charting - a result of the customized templates he was using in MicroMD EMR.

However, when Dr. Hulali opened his own clinic, he decided to explore other software options and selected a competing vendor that boasts a customer base of more than 85,000 physicians and 545,000 users across the United States, with revenues in 2012 exceeding \$250 million.

The deciding factors included the competitor's unified EMR and PM system, an integrated messenger that can send patients reminders and messages, and what appeared to be more cost-effective billing rates.

After about six months of use, Dr. Hulali was extremely unhappy with the competitor's product, citing a tremendous amount of financial losses while using the billing system and challenges to clinical workflow.

"It was a terrible experience by all means. Given the fact that it was a new practice that already had many hardships and obstacles to begin with, the difficulties that I faced with that EMR literally almost forced me to quit looking for other options," Dr. Hulali says. "I spent over four months without any money coming in, and (the competitor) was always giving me reasons and excuses for the system not working properly. It wasn't user-friendly and had lots of flaws."

## Solution

Dr. Hulali tried demos of seven other EMR systems before and after implementing the competitor's software and couldn't find one that would improve his office's efficiency. After this extensive search, he chose to reinvest in MicroMD's PM + EMR solutions and switched to an on-site server from a cloud-based solution.

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*The whole staff is more efficient, from the front desk all the way to billing ... Verifying patients' eligibility and checking them in is a very fast process with all of the integrated services. In general, we are able to do a lot with the limited staff that we have.”*

**- Tareq Hulali, MD**  
Pediatrician

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# Case Study Results



## Solution continued

"I had to buy another server, but all of our computers, scanners, and printers worked just fine,"

Dr. Hulali says. "I spent around \$6,000 to get my own server, but it was very much worth it. Using the competitor's cloud-based system slowed me down tremendously, as I had to log out and into the cloud server every time I changed exam rooms. Having my own server helped me save time and improved efficiency."

Unlike the competitor, MicroMD EMR allowed Dr. Hulali to create custom templates, forms and letters, and efficiently manage prescriptions. He is now able to immediately set an appropriate medication dosage for a patient without having to create a work-around solution, and can update a patient's chart before they even leave the exam room. Posting charges, sending claims, and accepting payments is simplified, and the office can work efficiently with a limited staff.

Customer support is also greatly improved, as MicroMD employs a US-based support center compared to the India-based support center used by the competitor. Dialing the competitor's 800 number and waiting on hold "was a hassle," and was prone to disconnection, he says. The initial contact was usually an inexperienced person, so Dr. Hulali was forced to explain the entire problem multiple times before the support staff knew where to direct his call.

"With MicroMD I know who I should be speaking with by name depending on the problem," he says. "I have a designated team consisting of support representatives, an IT [information technology] expert, and an interface expert. I dial their number and extension - they are always easy to reach, and my problems are solved much quicker."



## Results

The combination of MicroMD EMR's customizable form templates and the implementation of an on-site server has reduced Dr. Hulali's billing costs and greatly improved office efficiency. He has improved his office's quality and convenience of patient care and has improved the accuracy of his diagnoses and health outcomes. This has allowed the office to increase its number of patients, as well as receive reimbursements faster with minimal rejections.

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