



## PRACTICE PROFILE

**Eye Specialists of Delaware specializes in refractive surgery and premium cataract care.** The multi-location practice is committed to providing the highest quality eye care and surgical vision correction procedures with the most technologically advanced diagnostic equipment.

### Challenges

Using cutting-edge technology to provide patients with exceptional care is a point of pride for Eye Specialists of Delaware. However, their ability to leverage data to make more informed business decisions was not at the level it needed to be. **Manually aggregating data from internal reports and from multiple outside vendors was time-consuming.** It inhibited how the practice gauged production rates for technicians and made it difficult to accurately interpret various lead and lag measures.

### Searching for a Solution

Eye Specialists of Delaware needed a more efficient means of collecting and analyzing data so it could put those insights into action more quickly. **Switching to Nextech Advanced Analytics simplified everything since all data is automatically consolidated in one area.** The convenient access to comprehensive data eliminated labor-intensive aggregation processes and produced actionable results faster than ever.

*“Nextech Advanced Analytics really transformed how we looked at our business. It’s just completely different. The way we can correlate and aggregate data is really impressive.”*

—Larry Wills *Eye Specialists of Delaware | Chief Operating Officer*



# THE NEXTECH DIFFERENCE

## Quick Action for Better Results

Tracking overdue examinations and reminding patients of when they should be having treatment in a timely manner can be a challenge for any practice. **Nextech Advanced Analytics helped Eye Specialists of Delaware pull the right reports for its overdue exams and aggregate that data into one spot.** From there, it was easy to apply filters to manipulate the list so they could quickly take action and get appointments scheduled. "In one week we were able to schedule about 100 overdue diabetic retinopathy and glaucoma exams," Wills said.

## Optimize Referral Management

Referrals are an essential component of Eye Specialists of Delaware's business. Managing all the data related to referrals — referral source, insurance type, payment, and more — can be complicated to handle efficiently. **Nextech Advanced Analytics made it easy to understand where the practice's referrals were coming from, aggregate the appropriate date, and devise clear action plans.**

By diving deeper into their data, the practice was even able to identify some inconsistencies in referrals from particular demographics, pinpoint the cause of the referral irregularities, and take action to improve their referral rates. **"As a result of the Clinical Referrals Dashboard, we have identified some geographic pockets that we weren't getting a lot of traction from that had seen a decline in referrals** that we did just last year. When we started pinpointing it, we were able to identify that we were off some of the insurance panels. Now that we were able to identify the gap, we are going through credentialing right now to get these referrals back from the ODs. Thankfully it will not only help build this revenue source back, but it will also create a better patient experience, as those practices will no longer send patients farther out of the area. We can keep them in zip codes close by," Wills said.

## Custom Dashboards Focused on Financials

Eye Specialists of Delaware wanted to leverage data analysis to discover indicators for getting cash in the door more quickly. **The practice worked with Nextech to create a custom dashboard loaded with data on better premiums and different treatments to empower their coordinators with essential knowledge.** This allowed coordinators to refine their behavior toward more consultative discussions and has led to a 2-3% pickup in premiums. "With these dashboards it's plug and play. You're just manipulating filters and time frames," Wills said. "We think about really diving in on the numbers and actionables that create financial results."

# 2-3%

### INCREASE in Premiums

KPI-specific dashboard for cash-paying base enables better informed patient consultations that have driven a 2-3% increase in premiums.