



BOWDEN

EYE & ASSOCIATES

Eyes • Aesthetics • Hearing

Practice Profile

Founded in 2001 by Dr. Frank W. Bowden III and Patti Barkey, COE, Bowden Eye & Associates have three ophthalmic and optometry practices in Jacksonville, Florida with each location operating a retail optical shop — all while having North Florida's only single-specialty ambulatory ophthalmic surgery center. With six physicians and around 70 staff members in their four locations, Bowden Eye & Associates and Eye Surgery Center of North Florida continue to grow and have used Nextech since 2011.

CHALLENGE & SOLUTION:

In 2011, Bowden Eye & Associates needed doctors to see a patient's complete medical record with the help of a

seamless, end-to-end system with anytime, anywhere access. Additionally, the EHR needed to also provide customization capabilities along with inventory tracking, marketing, optical modules, and reporting that allowed for detailed analysis of how well its specialty services were contributing to the bottom line.

And to top it off, Bowden Eye & Associates really needed something to allow them to be self-sufficient. The practice didn't want to wait on the phone to create exam templates or notes with specific content, and definitely didn't want to have to pay extra every time they wanted something changed. After evaluating several vendors, Bowden Eye & Associates made the decision to move forward with Nextech.

Patti Barkey, COE, OCS | CEO, Bowden Eye & Associates

Patti is also the President-Elect for ASOA, the Administrative Program Chair for Hawaiian Eye, and the creator of Dry Eye University. Barkey's career spans over 45 years in eye care.



TRAINING & IMPLEMENTATION

Staff training was top of mind once Nextech dived into its implementation plan.

"Staff training was efficient with a handful of super users to receive the initial, hands-on training, while others in the practice were able to learn using training modules supplied by Nextech. This quickly made each super user an expert, and they were able to help train their colleagues moving forward," said Patti Barkey, Chief Executive Officer of Bowden Eye & Associates.

The training process was also sped up by using the Nextech EHR for all new patients in advance of the official go-live date — allowing them to get up to speed faster on the new technology.

"Nextech not only allowed us to increase staff efficiency and the quality of care by having medical records at doctors' fingertips 100 percent of the time, but also allowed us to qualify for Meaningful Use Stage 1 incentives despite a short implementation window. Efficiency is everything as time equals money," said Barkey.

THE NEXTECH DIFFERENCE

Since partnering with Nextech, Bowden Eye & Associates and Eye Surgery Center of North Florida are much more efficient with their insurance verification and pre-certification—meaning they get paid quicker for the services they provides. Likewise, the ease of use has also improved the front office workflow.

"For the money we spent, the service, the value, the support, being able to have continuity in relationships with trainers, being able to get somebody on the phone when you call — it has been awesome," Barkey said. "It is exactly the opposite of what you hear when others complain about their vendors."

"Nextech has been a consistent, reliable partner over the years that we can always reach out to. When I do reach out, I see the same names that I've known for years — that says a lot. The consistency of having those same people we can reach out to who are brilliant is important. I wouldn't trade this relationship for anything," said Barkey.



BOTTOM LINE: **A Strong Recommendation**

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