

## CAROLINA EYECARE PHYSICIANS - A US EYE COMPANY

### Enterprise Ophthalmology Solution

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- Kristin Zinkan, Vice President of Integration



## PRACTICE PROFILE

US Eye is a leading group of patient-centric, vertically-integrated multispecialty physician practices providing patients with care in ophthalmology, optometry, dermatology, audiology, and cosmetic facial surgery. US Eye is based in Sarasota, Florida, employing 106 providers and over 1,000 staff members across 4 states. The company currently operates 57 offices and 5 ambulatory surgery centers in the Southeast United States. US Eye is owned by its partner practices and is backed by Pamlico Capital, a Charlotte, North Carolina-based firm investing in founder-owned businesses for over 30 years. US Eye partner practices have access to proven best practices, decades in the making, that are continuously evolving.

US Eye was seeking the best ophthalmology-specific EHR to support their network of practices while integrating with their existing third-party practice management system. They found that Nextech's EHR was superior to alternatives, as it was best-suited to their needs and could be easily and uniformly deployed across additional practices as their network expands.

Leading this effort for US Eye was Vice President of Integration Kristin Zinkan.



## CHALLENGE

### The Need for Reduced Downtime & Improved Support

Nextech EHR was already the choice for several US Eye practices. However, some of their practices were still in the process of switching over. One such partner practice is Carolina Eyecare Physicians. Before switching to Nextech, the practice providers and staff were struggling with an EHR system that was incapable of handling their complex needs.

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**“Carolina Eyecare Physicians was not happy with their previous EHR,” said Zinkan. “It was unreliable and would crash frequently, which for a busy practice, was unacceptable. Additionally, the technical support was severely lacking, leading to long downtimes whenever the system would malfunction.”**

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# TRANSITION

## Business-as-Usual on Day One

“The implementation experience with Nextech is always great,” explained Zinkan. “The practice managers are fantastic. The training resources we are provided are so helpful, onsite and virtually, both before and after go-live.”

From the moment they completed implementation, Carolina Eyecare Physicians was able to immediately return to business as usual. From the onset, they were back to their normal schedule volume without any drop in productivity thanks to the intuitive design of the system.

“We never have to cut our schedules once we have a practice go live with Nextech,” she went on. “Schedules go back to normal on day one and we have yet to experience any issues doing this. Nextech is extremely user friendly, which is one of the driving reasons we bring more and more of our practices on the platform. While every EHR does require training, Nextech is also intuitive enough that most doctors can click around and figure it out on their own if they need to.”



Kristin Zinkan | Vice President of Integration

# SOLUTION

## Workflow Improvements

“On the surgery scheduling side, we have been able to really fine tune that whole process,” Zinkan said. “On our cataract consults, we can easily plan our surgeries from A to Z.”

The surgical planning has also benefited from the use of templates to standardize documentation. As Zinkan explains, “All the surgeons at Carolina Eyecare Physicians have very different operating styles, so the customizability of shared templates has been the key for us to start standardizing some of their workflows without hindering them too much. This puts us in a position to start to scale and grow their practice.”

# RESULT

## Continuing Success

“All of our practices that have adopted Nextech have been extremely pleased,” explained Zinkan. “US Eye is growing quite quickly, and we are implementing the solution across all of our partner practices in hopes they will experience the same workflow improvements that we’ve seen at Carolina Eyecare Physicians.”



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