



PIMA EYE INSTITUTE

Practice Profile

Pima Eye Institute is a leader in medical and surgical eye care—providing patients with the newest procedures and care at their Tucson, Arizona location. In and out of Tucson, **Pima Eye is known for its commitment to cutting-edge, comprehensive care.**

CHALLENGES

Despite its reputation for providing eye care for the 21st century, Pima Eye’s old EHR and PM were stuck in the 20th. **One to three times a month, the old EHR Integrity went down and took over 24 hours to get it back online.** Due to a lack of customer

support, Pima Eye’s staff lost hours by having to retype information into the system once it came back on. And since Pima Eye couldn’t send invoices or process digital payments with its system outages, there was also a delay in online payments.

SEARCHING FOR A SOLUTION

Pima Eye Institute needed an EHR that would allow the practice to expand its offerings while increasing its revenue. When searching for a system solution that would stop the staff from saying “I’ll update your records and invoice your insurance company once our system is back online,” Pima Eye discovered Nextech. **Given Nextech’s ease of use for both patients and staff, Pima Eye decided to make the switch and has never looked back.**

“We now have more patients than ever before with Nextech. Despite the increase in patients, our staff have a little more time with patients and are not having to spend as much time on the computer. That’s a win-win.”

—Abbie Goldkuhl, Pima Eye Institute Office Manager



THE NEXTECH DIFFERENCE

BUILDING A DIGITAL TRAIL

Since the old system was so inefficient, Pima Eye sometimes had to document patient information on physical pieces of paper. **But the switch to Nextech gave them a digital “paper trail” that was easy to navigate and edit, and securely stored in the cloud.** As a result, Pima Eye spent ten minutes less on administrative work per appointment after implementing Nextech.



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MORE PATIENTS, MORE TIME

Because Pima Eye is spending less time on administrative work, its team has been able to **rev up marketing efforts and improve the overall patient experience.** Now, Pima Eye has more patients than they previously would have been able to handle. Despite the increase in patients, their **staff can actually devote more time to each patient because of how much Nextech improved their workflow.** Abbie Goldkuhl, Pima Eye Office Manager, explains, “our staff have a little more time with patients and they’re not having to spend as much time on the computer. That’s a win-win.”

SUPPORTED GROWTH

With its old provider, Pima Eye Institute didn’t just have issues with the EHR system—they also lacked the needed support to resolve them. When switching to Nextech, Pima Eye received a new partner: Nextech’s award-winning customer support team. According to Goldkuhl, “I don’t think I’ve ever called Nextech and not got a solution to whatever our issue was. **The customer support team is all very knowledgeable and will take the time and help walk you through.**” Instantaneous technology solutions used to be a pipe dream, but are now a reality with Nextech.



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