

SHORT HILLS OPHTHALMOLOGY GROUP

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- Jasmine Fenner, Surgical Coordinator & Office Manager



PRACTICE PROFILE

Short Hills Ophthalmology Group is the oldest and largest eye care provider in the Short Hills, NJ area. Founded in 1948 by Dr. Gerald Fonda, a well-known low vision specialist, it has grown to include two locations and four doctors. The physicians at Short Hills Ophthalmology provide comprehensive eye care including small-incision, no stitch cataract surgery, the latest LASIK technology, and in-office procedures. A full-service optical dispensary and contact lens service are available on the premises.

The providers believe in using cutting-edge technology to best serve patients and employ a wide range of options from digital retinal photography to customized laser-assisted surgery to ensure every patient receives highly personalized and effective treatment. They also host a Dry Eye Clinic program, offering evaluation, education, support, and treatment options for patients suffering from this widespread problem.



Michael A. Farbowitz, MD

CHALLENGE

Frustration and Wasted Time

Leading the search for a new payments solution at the practice was Jasmine Fenner, Surgical Coordinator and Office Manager at Short Hills Ophthalmology Group. After seeing how staff morale was being negatively affected by redundant data entry, billing inefficiencies, and other issues, she knew it was time for a better payments solution.

“We tried a number of third-party solutions before coming over to Nextech,” explained Fenner. “Each time we ran into problems, issues such as slow terminals, delays with refunds, and the need to enter payments data multiple times was just killing our productivity.”



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TRANSITION

Fast Setup & Immediate Usability

The providers and staff at Short Hills Ophthalmology Group were amazed at how quickly and easily they were able to get their new payments solution up and running. Additionally, they were pleasantly surprised by how little training was needed for staff to become proficient.

"The implementation and onboarding process was so simple," said Fenner. "Set up took less than 5 minutes. Once that was done, we were immediately ready to start using it. We had one person sit in for the online training and that person was easily able to train the rest of the practice on it because it is so simple to use."

"Set up took less than 5 minutes," said Fenner.



**saved per patient
with Nextech**

SOLUTION

Efficiency Improvements

"Nextech has increased our efficiency since we no longer have to go through a third-party website to process payments," said Fenner. "It has also drastically reduced the average check-in times."

They are also seeing significant time savings per patient when it comes to both reconciliation and accepting payments. As Fenner explained, "I would say we are saving at least three minutes per patient with Nextech Payments. Since everything is in one system, I don't have to go hunting for a patient balance in one place then go to another to take the payment, then go back to another solution to credit that payment to the balance. As a result, processing payments has become so much faster."

"We see 40-50 patients a day, and we are saving about 2 minutes per person when it comes to reconciliations, plus the time we save processing payments," Fenner continued. "This means we are seeing a total time savings from reconciliations of about 90 minutes a day on average. That opens up room for six additional appointments."

RESULT

Morale Improvements

With their new, fully-integrated payments solution, morale at Short Hills Ophthalmology has improved greatly. No longer bogged down by unnecessarily repetitive data entry and slow processes, everyone's workday is less frustrating.

"The staff at the front desk are much happier now with our new payment system," said Fenner. "They have said it helps create a much smoother workflow compared to what we had before."

**"You'll love how user friendly it is,
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HIGHLY RECOMMENDED

When asked what she would tell a colleague looking to switch to Nextech, Fenner said, "I would tell them to do it. You'll love how user friendly it is, and your staff will thank you for it. Everything you need for payments, from the front to the back office, will be right at your fingertips."