



Eye Associates of Rowan, PA

Eye Associates of Rowan

PRACTICE PROFILE

Eye Associates of Rowan in North Carolina has provided **comprehensive ophthalmology and optical services** in the Salisbury community for over 30 years.

The clinical team specializes in the diagnosis and treatment of glaucoma, macular degeneration, diabetic retinopathy, cataracts, and other eyecare.

Practice Administrator Melissa Marr joined the practice in 2016 and has been managing healthcare practices for over 17 years.

CHALLENGES

When Marr joined the team at Eye Associates of Rowan, they were looking to upgrade from their previous EHR provider to meet the needs of their full-service practice. They had recently transitioned from paper charting to an electronic system, but it had **inefficient processes and complicated workflows. Service and support were inadequate** for a busy practice like Eye Associates of Rowan. They needed more responsive customer service and software features that didn't quickly become outdated.

SEARCHING FOR A SOLUTION

Eye Associates of Rowan needed an efficient, user-friendly system that could handle their growing patient volume and more seamlessly integrate the EHR and practice management system. **Switching to Nextech gave them an integrated solution that simplified daily tasks and put time back in their day to focus on patient care.** The inefficiencies of paper charting and the clunkiness of the previous system were gone.



“A lot of systems don't have the seamless integration Nextech does. I've recommended Nextech to many different practices and hosted a practice or two that has been looking at next steps.”

Melissa Marr | Practice Manager, Eye Associates of Rowan

The Nextech Difference

EXCEPTIONAL PATIENT ENGAGEMENT

The patient experience does not only include what happens in the examination room. With Nextech's practice management system, Eye Associates of Rowan can **send appointment reminders before check-in and text messages to review the business after check-out** to encourage patient engagement. And the photo management capabilities of **Nextech's TouchMD have taken the practice's patient education efforts to a new level**. It's been a powerful combination that's driven interest in the practice's services.

"We don't do a lot of marketing, but we're about six weeks out for a new patient appointment due to word of mouth from our patients," Marr said. "We saw a huge increase after implementation of TouchMD and it's worked very, very well for us."

UNPARALLELED SUPPORT

With their previous EHR system, it was difficult to get support when things weren't working. **Through Nextech's Thrive program, Eye Associates of Rowan received thorough onboarding** to ensure the practice's specific needs were addressed from the start. The program also provided access to a **dedicated success**

team for expert guidance on everything they need to optimize day-to-day software usage and improve business performance.

"Thrive is like a fairy godmother that watches over the clinic and anything you need. Our consultant really learned the practice and if she doesn't know something, she'll get me an answer really quickly. That's been a huge help for me," Marr said.

SMOOTH, INTUITIVE WORKFLOW

One of the most important factors that led Marr to Nextech over other software was the seamless integration of the EHR and PM systems. **Changes made by the front desk that affect the clinic or claim updates can be seen in real time on the practice side.**

"You get a lot of screen real estate that reduces scrolling or going from window to window. It's efficient, user friendly, and robust with lots of options. It makes things very easy for providers, especially with MIPS and making sure they're staying within their regulatory requirements. **Nextech is gold.**"



"I send out claims daily because Nextech is so efficient. They are getting paid within two weeks and we only have one biller, which is fantastic."

Melissa Marr | Practice Manager, Eye Associates of Rowan