



# AFC Physical Medicine & Chiropractic Centers

Connecting Multiple Locations with Kareo

Physical Medicine

AFC Physical Medicine & Chiropractic Centers provides an integrated, holistic approach to healing for each patient. They do this through a combination of Chiropractors, MDs, Physician's Assistants, and Nurse Practitioners who provide a wide range of treatment and rehabilitation services.

Their 24 providers are spread across nine locations and are supported by 65 staff members in billing, human resources, front desk, etc. Collectively, they have very busy practices that serve patients at over 70,000 visits a year.

## Challenge

Back in 1991 when AFC opened everything was done on paper. Their first foray into automation was electronic scheduling. Then they tried billing followed by an early EHR. "That first EHR didn't work for us," recalls Josh Bock, DC, Managing Partner at AFC. "So we went back to paper charts."

Over time the billing and scheduling system they had in place became outdated. "It wasn't going to be ready for ICD-10, and it was server-based. So it didn't support our expansion to multiple locations very well," explains Dr. Bock. "If a patient came to a practice location and wanted to pay a bill, the staff had to call the billing office and someone had to look up the information. It was tedious, time consuming, and not very patient friendly."

They decided it was time to upgrade at the beginning of 2013. "We wanted to be able to meet any coming changes in the industry," Dr. Bock says. "We also knew we wanted an integrated practice management, billing, and EHR system."

## Solutions

The team at AFC spent months looking at possible systems. According to Dr. Bock the challenge was that they wanted the cloud-based flexibility and access along with integration and ease of use but they also wanted it to be affordable. "We didn't need a Mercedes, we needed a nice dependable Ford," he says. "I don't want to walk, but I don't need top of the line luxury either."

It took nine months to nail it down, and in the end they chose Kareo. "There were cheaper options, but they were not nearly as capable," adds Dr. Bock.

## KAREO SOLUTION



Kareo Clinical



Kareo Billing



"We primarily bought Kareo for the **robust billing, reporting, and the ability to manipulate our data.** The EHR and documentation was a bonus."

## Results

“My expectations have certainly been met, and in some cases, exceeded,” says Dr. Bock. “The training is fantastic and the online modules are so easy.” He adds that he can onboard a new employee with relative ease. “I’d give Kareo a nine out of 10 on that!”

The other obvious benefit he says is that they are definitely more efficient and connected across their nine locations. “Kareo has improved efficiency in documenting, scheduling, records requests, and billing,” according to Dr. Bock.

The system hasn’t improved revenue or cut costs yet, but Dr. Bock knows why. It’s because the system has exposed many weaknesses they weren’t aware of before. “We have started addressing those issues,” he says. “And we are now getting a much better handle on our aging.”

As they fix the billing problems and make ongoing improvements, Dr. Bock does expect to start to see those revenue improvements. In the meantime, the EHR is working great for his team.

“We see most patients 22-26 times,” he explains. “It is pretty easy to get the patients entered the first time and then the subsequent visits are seamless because it is very repetitive.” He adds that the copy note feature is one of the reasons for this. They can copy the last note and just make quick updates.

In addition to copy paste, they are a pretty template heavy practice Dr. Bock says. “We paid for the Custom Template creation with Kareo at the beginning to get exactly what we wanted. It turned out that the templates were so flexible we didn’t even need all of the ones we created.”



**9**  
locations



**24**  
providers



**65**  
team members



**70-75k**  
annual visits

## Conclusion

“We primarily bought Kareo for the robust billing, reporting, and the ability to manipulate our data,” says Dr. Bock. “The EHR and documentation was a bonus, and it has been great.” The other thing he says has been great is the ability to give feedback to Kareo. “I like the open relationship I have with Kareo,” he adds. “They listen to me and make changes based on what I say.”