



# Total Healthcare for Women

Preparing for the Future with Kareo

OB/GYN

After completing her residency, Pamela McQuillin, MD, FACOG, opened Total Healthcare for Women in 2002 in west Texas. “Pretty much all the OB/GYNs in the Odessa area operate independently,” says Dr. McQuillin’s practice manager, and husband, Eric Pokky. “They have a pretty strong network and cover for each other as needed.”

Her small practice offers everything from wellness advice to surgery to obstetrics, and she has been very successful, achieving a panel size of over 3,000 patients. Eric, who launched the practice with her, has helped, bringing his many years as a pharmacy manager with him when they set up shop.

## Challenge

After many years working in a paper-based patient records system, Eric and Dr. McQuillin began to realize they were going to have consider switching to an EHR. “There were several reasons we felt we needed to move from paper to EHR,” Eric explains. “We were concerned about Medicare penalties and that other payers would follow suit at some point. Also, Dr. McQuillin wanted more flexible access to charts from home or the hospital and I was tired of looking around for lost charts all the time.”

They’d been introduced to Kareo Billing and liked it. “We were ready to upgrade from the basic billing system we were using,” recalls Eric. “We got some good references for Kareo and heard they were also launching an EHR. We had decided to go with Kareo regardless, but a free EHR was very appealing.”

Eric had concerns about spending too much money for an EHR that was going to be too complicated, hard to maintain, and/or have lots of features they didn’t really need. He says he was cautious because he knew at the end of the day, “I’d have to go home with her so I wanted her to be happy.”

## Solutions

He needn’t have worried. Kareo EHR was a great fit for a one doctor practice, and because it was a new system, the developers were very open to feedback. “I feel like they listen to us when we give feedback and almost everything we have asked for has been put in the system,” Eric says. “We knew it wouldn’t have everything when we signed up, but the advantage of that is that we have gotten to provide feedback to make it a better system for OB/GYN and now we pretty much have everything we want.”

## KAREO SOLUTION



Kareo Clinical



Kareo Billing



“Without a **strong practice management system** like Kareo Billing we couldn’t **stay on top of billing and manage A/R**, and without a **flexible full-featured EHR** like Kareo Clinical we wouldn’t have a **smooth flowing patient experience**.”

The system was even up and running much faster than Eric had expected. “I had planned to implement Kareo Billing first and then wait three to six months to do the EHR,” he says. “Instead, we got up on Kareo Billing, and Dr. McQuillin said let’s go ahead and do the EHR today. The first week was a bit rocky as we all learned how to use it but in about two weeks we were in good shape.”

They are seeing so many benefits from Kareo Clinical, they’d never go back now. “One of the biggest pluses has been no more lost charts,” says Eric. “I used to walk around looking for charts all the time and we had stacks of records everywhere.” Not only has that saved time and made the office more efficient but it is also saving quite a bit of money. About 20% of patients that are seen are new and most are OB. Those new charts run about \$4-6 says Eric. With around 15 new patients a week, that is somewhere in the neighborhood of \$70-90 a week in savings. Tack on costs for additions to existing charts and they are now saving well over \$100 a week just in paper charting costs.

On the clinical care side, Dr. McQuillin feels like Kareo has streamlined and improved patient care. “She really likes the use of the templates, which she says drive her and her nurses to ask all the right questions,” Eric says. “We also know that we are protected if we are audited by payers because all the data is in there and we haven’t missed anything.”

Dr. McQuillin had been using an eprescribing app prior to using Kareo, but now she is doing both eprescribing and labs. “It has all gone pretty well,” according to Eric. “What’s nice is that she can sit down during a quick break between patients and sign off on charts, labs, and refills, and get it done.”

Patients have loved the changes. Eric says, “The patients really like the patient portal and we get a lot of positive comments about that.” And to further improve the experience with patients, the practice signed up for Demandforce, a patient relationship tool that is integrated with Kareo. “We are using it for text reminders and to market new services and communicate with patients. Our patients love it and our no shows have really gone down.”



**2 wks**  
EHR implemented



**Reduced**  
no-shows



**\$100/wk**  
saved on paper

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## **Conclusion**

Despite some initial reservations about making the change to an EHR, there are no regrets at Total Healthcare for Women about moving to Kareo. Eric summed up how they feel after a year. “Without a strong practice management system like Kareo Billing we couldn’t stay on top of billing and manage A/R, and without a flexible full-featured EHR like Kareo Clinical we wouldn’t have a smooth flowing patient experience. We are very happy with the choice we made.”

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