

Ross Medical Group

Customizing Kareo for a Unique Concierge Practice

After 20 years as an emergency room physician, Douglas Ross, MD, FACEP, founded his own concierge practice on a radically different model. Patients would wait less than five minutes after arriving for an appointment. He would see every patient himself. And he would avoid billing problems by bypassing insurance claims and accepting only cash, or in the case of injury patients, liens against a final legal judgment.

This model is clearly working. Ross Medical Group has seen steady growth during each of its four years, offering personal injury evaluations, medical aesthetics, wellness, weight loss and other services. It's so successful, in fact, that the practice has expanded to two clinics, located in North Las Vegas and Henderson, Nevada.

Challenge: EHR Adaptability

Dr. Ross had first-hand knowledge of how important it was to select the right electronic health records (EHR) system. "Most EHRs just slow doctors down. I'd worked with about 20 EHRs in hospitals and had gone through five implementations. What a nightmare," he says.

"I wanted an EHR that I could tailor to my own needs. I asked about 10 colleagues for recommendations and did a lot of research online. I even visited a couple of other clinics to see how their system was working before making my decision."

Solution: Kareo from Day One

"When I saw Kareo, I had a great gut feeling. I liked that it was not brand new and had over 30,000 users at the time. That reassured me that the kinks were already worked out. Also, it was made in America, right in Irvine, California where I grew up," Ross notes.

"More specifically, I selected Kareo because it was cloud-based, and compatible with both iOS and Android devices. It had the back-office



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capabilities I wanted for sophisticated analytics. Also, the visual interface was appealing, with simple notes and intuitive menus. It would let me create my own templates and macros.”

Result: Easy Implementation and Storage

The Kareo launch went quickly and smoothly. “My Kareo success coach was great, and so were the videos and training offered through Kareo University,” says Ross. “I was up and running in 24 hours. Scheduling was a breeze from the very beginning. Using Kareo’s spreadsheet capabilities, it took mere minutes for me to import a demographics database with 2,000 patients from my previous practice, a huge time savings.”

Saving that database in the cloud was also a boon. “Kareo’s online document storage is a big help for me. I can easily scan files and make paperless copies. My Kareo plan includes unlimited storage, unlike many other systems that come with a hefty fee or pester you with ads. And its capacity is large enough that it can handle a patient’s complete medical record. With all of my data stored in the cloud, it’s easy to make referrals to specialists. I just click to attach the appropriate notes and lab results.”

He also appreciates the photo ID feature in Kareo. On the first visit, he takes a patient’s picture, and stores it in the Kareo file. “Whenever I pull up a chart, there’s the patient’s face, helping me to remember details about them. It’s pretty cool.”

Challenge: Avoid Office Staff

Dr. Ross wanted to keep profitability high by managing many of the tasks that are typically handled by medical assistants, front- and back-office personnel and billers. He was able to accomplish this by using Kareo.

Solution: Kareo Instead of Employees

“I don’t use Kareo like most offices do. I have a virtual assistant with me in the examination room, connected through my iPad. The assistant is a registered nurse in the Philippines, and he’s fantastic. He types up notes for me in real time, so my documentation is finished and posted in Kareo by the time I’m done seeing the patient,” Ross explains.

“I can then access charts no matter where I happen to be. This is essential for concierge medicine, because patients like to phone me at odd times. While eating dinner, and I can take a patient’s call, review their chart and previous clinical notes, and make an informed recommendation. When we’re done

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talking, I can write a quick memo documenting everything. Fortunately, my practice is a fairly simple one, and patient concerns are relatively straightforward, so this works smoothly.”

Result: Direct Communications

All of Dr. Ross’ patients use the Kareo portal for communications. “We email back and forth through Kareo, and everything is very transparent. Because Kareo’s interface is aesthetically pleasing, I’m not embarrassed to let patients view my notes. Even the system’s color scheme is professional-looking and well thought out,” he comments.

Result: Do-It-Yourself Reporting

Dr. Ross especially likes Kareo’s analytics. “Like they say, if you don’t look at where you’ve been, you can’t tell where you’re going. Kareo tells me exactly where we’ve been, with comprehensive business analytics to assess a wide variety of metrics. I can generate almost any kind of report, such as accounts receivable, aging, month-over-month comparisons, profit and loss statements and balance sheets. It alerts me to potential problems and helps me prepare financials for the accountant.”

Conclusion: Transition to the Future

Dr. Ross says that he can’t quantify the benefits of running Kareo, because he’s had it since opening his doors. Nevertheless, he is a strong backer of the software.

“Kareo is great for sole practitioners like me. It doesn’t require a huge up-front expense, because the cost is pro-rated by the number of providers you have. Compared to other EHRs, it’s much simpler to navigate. It saves me a lot of time that I would otherwise waste on administration, opening up more time to spend with patients,” he says.

“Overall, Kareo has been a blessing for my practice. Its’ ease of use creates a smooth clinic flow, and its powerful reporting provides invaluable insights. My patients feel like they’re getting deluxe service – because they are -- thanks in large part to Kareo.”

Join the **65,000 providers** in all **50 states** that rely on Kareo to grow their business. Start optimizing your practice’s success today.

Results



**Launched system
in 24 hours**



**Imported database
in minutes**



**Eliminated need
for office staff**



**Supported expansion
to second clinic**

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