



Molly Maloof, MD

Focusing on Innovation with Help from Kareo

SPECIALTY
Concierge Practice

Molly Maloof, MD, has known she wanted to be a doctor since she was in the fourth grade. “I always liked science and technology and taking care of people,” she recalls. “I told my mom I wanted to be a nurse and she said why not be a doctor. From then on I couldn’t think of doing anything else.”

As she went through medical school she became aware of all the new ideas and technology coming into the healthcare industry. She took a course in bio-informatics and got involved in lobbying for healthcare reform. “I began to see both the current limitations and the potential and became fascinated with the possibilities of technology in healthcare,” she says.

Dr. Molly decided she wanted to get involved with the healthcare technology industry, and she wanted to start a practice that drew on all that innovation. The idea for her ideal practice was born. “I wanted to bring my passion for health, wellness, technology, and innovation together.”

Challenge - Starting a New Practice

Building a practice from scratch is always hard and potentially expensive. But starting one that isn’t based on the traditional fee-for-service model can be more challenging. “I didn’t want to take out loans so I needed a plan,” Dr. Molly recalls. “I decided to do my practice part-time and consult with health IT startups part-time. I could use the money from my consulting to build the practice, and I could network with my potential patients.”

She saw technology as playing a big role in the success of her practice, where she wanted to offer health optimization and wellness services to executives in San Francisco and Silicon Valley. It wasn’t easy to get going, but she says, “I was lucky to have friends who were entrepreneurs in the area and could help me get started, although I still had to find the right platforms and solutions.”

Solutions

“Most of the early patients found me through my network of existing friends and colleagues,” Dr. Molly says. “But building a new practice is always challenging.” On the technology front she had two needs. The first was the tools to manage her

KAREO SOLUTION



Kareo EHR



Kareo Practice Management



Kareo Engage



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practice—billing, scheduling and patient records—and the other was the technology to gather the information she needed about her patients.

Dr. Molly continues to try all kinds of mHealth apps and devices for her patients to use to track their health. She also uses different service providers to do lab tests and genomic testing along with offering other services. “I am always looking for the next best things to make the process of assessing and tracking patients’ health more manageable,” she says. “It’s a work in progress.”

The process of finding the right platform to manage her practice has been much easier. According to Dr. Molly, it took a couple of tries, but she has it down now. “At first I tried a few different EHRs and other tools, but they were disconnected and hard to use. Then, I found Kareo. The affordable, out-of-the-box integrated platform is great. It includes everything you need—billing, practice management, EHR, patient engagement, and practice marketing all in one.”

She believes that an EHR is an imperative in any practice, but especially in one where you are being paid out of pocket to help track and manage patients’ wellness. The Kareo EHR is the easiest and most intuitive she has ever used. “The first time I used it I was traveling and a patient contacted me about renewing a prescription,” she recalls. “I logged into the EHR on my iPhone and it was so easy to navigate and get the prescription sent. I couldn’t believe it.”

Dr. Molly wasn’t quite as sure she needed a billing system. “I charge patients an initial fee for an evaluation, and then if they choose to stay we move to a monthly fee,” she explains. She soon realized, however, that there were things like certain lab tests that could be billed to insurance to save patients an added out of pocket cost. As a result, she added Kareo Practice Management and has been learning medical billing. “Again, it is sort of a work in progress to figure out exactly what an innovative practice like mine should look like, and now I know there is room for some insurance billing as well as my concierge practice fees.”

As Dr. Molly builds her practice she is also expanding her reach to find new patients. “While it started as word of mouth, that only goes so far,” she says. “To continue to build the practice I know I need to be online where potential patients can find me. Kareo Engage is enabling me to build my online reputation and add patient reviews.”

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Results

“My practice design is to figure out what the future of medicine will look like and provide personalized, high-touch medicine that gets patients participating in their health,” says Dr. Molly. “I want to focus on innovation and new technology to increase disease prevention. I don’t really want to worry too much about the basics. Kareo lets me do that.”