



Acupuncture with Monica

Staying Flexible with Kareo Clinical

Acupuncture

Monica Fauble, L.Ac., Dipl. Ac. (NCCAOM), opened her practice in September 2014 in Philadelphia. This was a major career shift after years as a writer and teacher with a Bachelor's degree and Master's degree in English. "I became an acupuncturist because my own experiences with acupuncture taught me that acupuncture offers a real option for people looking for gentle and effective care without the side effects of medication or the recovery time required by surgery," she explains.

Monica spent three years training to be an acupuncturist, and earned a Master's degree in Acupuncture from the Won Institute in Glenside, PA. She was committed to being successful with her new business.

Challenge

Like all new small businesses, Monica had many challenges from choosing her location to marketing her new practice to choosing the right technology.

For the business and marketing aspects she chose to hire a business coach. "That was the best money I have spent," says Monica. "I am 20 months into my new practice, and I'm at about 60% of my capacity."

Next, she needed to figure out how to document her sessions. One of the decisions Monica had made about her business was to have two locations. One is in her neighborhood and the other is in the city center. "I wanted to give people options," she says. "But I didn't want to carry charts around, and there was nowhere to store them in my offices." She needed the right technology to help her be flexible enough to move around, document her clients' sessions, and be HIPAA compliant.

Acupuncturists have many of the same requirements as traditional medical providers. Monica is licensed by the state, she carries malpractice insurance, and she must abide by the same regulations like HIPAA.

KAREO SOLUTION



Kareo Clinical



Acupuncture with Monica
Nourishing Your Potential

"I recommend Kareo all the time to students because it's affordable and easy to use for someone starting a new practice."

Solution

She had seen another acupuncturist with a small shared office using paper charts. “I could have ended up carrying PHI with me on the train,” says Monica. “But who wants to do that? I definitely didn’t.” She knew that what she needed to address all these issues was a mobile EHR. After some thought and research she chose Kareo.

Results

Monica’s business is growing steadily. She currently sees an average of 10 clients a week and has seen as many as 16. Her goal is to reach 20 to 25. “I am still trying to figure out exactly what my maximum number will be,” she admits. “But I am not quite to profitability so I am still growing.”

The mobile EHR allows her to move between her two locations, easily add new clients, and document her visits. “I don’t bill insurance for a variety of reasons,” explains Monica. “And currently there isn’t a lot of coverage in Pennsylvania, but I have what I need to start billing if that changed. And with Kareo I can easily look back at my notes and create a superbill now for those who can get reimbursed. I have a client who lives in Boston, and her employer-sponsored insurance does cover my services. I print a superbill for her, and she submits it for reimbursement.”

“I use SOAP notes, which work well for acupuncture,” she says. “And again, if I ever needed to bill insurance I’d be using a format that would be accepted by payers.” She says that maybe paper would be easier to use sometimes, but the other benefits of the EHR outweigh that.



2
locations



16
people/week

Conclusion

“I can take my iPad anywhere, I don’t have to store or manage paper, and I know I am HIPAA compliant” Monica says. “I also have the flexibility to add billing services down the road if things change, and I decide to take insurance”.

The mobile EHR is a great fit for a growing acupuncture practice and a provider who is on the go. Monica believes that so much she recommends it to students in the class she lectures in at her local acupuncture school. “I recommend Kareo all the time to students because it’s affordable and easy to use for someone starting a new practice.”