



TOP 5 CHALLENGES

Women's Health at a Crossroads

Better technology can help break down barriers and drive a successful women's health practice

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healthcare

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Background

Women’s health is at a crossroads. In this new era of increasing demands for holistic women’s care, strict and time-consuming documentation standards, and emerging technological, societal, and legal shifts—it can be hard to keep up. While this new era of women’s health brings difficult circumstances, there are also **opportunities for strategic growth and advancement.**

Fully understanding the challenges women’s health providers are up against helps us work toward **better** solutions.

Here are five common challenges that may prevent women’s health practices from reaching their full potential.

CHALLENGE 1

REVENUE

A major issue for women's health practices is ensuring they are paid for their work. Women's health practices are busy and typically see many patients, especially for gynecologic and prenatal care. Proper documentation and coding, and the ability to process clean claims, are key factors to ensure you are **fully paid** for your services.

Your technology should align seamlessly with your business goals to minimize revenue loss. A practice management system should be built on a **single, integrated database** that can streamline business operations and **support enterprise architecture**.

Analytics must be a part of your practice.

Financial analytics enable you to view key metrics related to billing, payments, accounts receivable, denials, payor performance, and tasking. **Operational analytics** provide a window into the efficiency of appointment setting, patient check-in, and marketing activities. A lack of transparency in practice data can be costly and revenue growth potential may be lost.

Practices should consider using a **charge review rules engine**. You can automate the comparison of your charges against standards set by Medicare, Medicaid, and private payers.

A charge review rules engine reduces the need for time-consuming manual review of charges.

For a healthier revenue process, centralized **revenue cycle management operations** and an expert client management team are critical. RCM services can help your practice prevent denials, increase net collections, improve the velocity of collections, reduce days in accounts receivable, and enhance the patient experience.





CHALLENGE 2

PATIENT RETENTION

Patient retention is a key concern for women's health practices. Many factors cause women to switch their providers. One is **the ability to meet primary care needs**. Some patients seek a gynecologist in addition to a separate primary care provider. Other patients, however, want their women's health provider to serve their primary care needs as well.

Practices need to adjust to this trend. Better patient retention requires more integrated care that is **secure, efficient, and fast**. Consider a health IT solution to **bridge the gap** between women's health and primary care through integrated data and clinical documentation capture.

For patient retention, a high level of **interoperability** is critical. In healthcare, interoperability supports the ability of caregivers to more effectively work together within and across organizational boundaries. Your practice could benefit from this because it makes accessing and sharing patient information seamless, allows for independence, and makes clinical data easy to view and consolidate.

CHALLENGE 3

PATIENT ENGAGEMENT

Women with responsibilities to their careers and family may struggle to make their health a **priority**. Technology solutions that help **improve the patient experience and foster access** are important in women's health. Meeting with a provider conveniently is essential because patients may switch to another practice if they cannot quickly and easily make an appointment. A better patient experience may **help women give more attention to their health** while still fulfilling outside commitments and interests.

Practices must effectively manage scheduling to ensure patients can be seen. Integrated patient engagement solutions can **increase scheduling efficiency** for busy practices. Practices can benefit from providing a more positive user experience that includes **messaging with providers** through a patient portal and **self-scheduling**.

A patient engagement solution can strengthen your practice financially with tools such as **online self-pay**.





CHALLENGE 4

DOCUMENTATION

In this new era, many providers are finding themselves spending more and more time **hovering over their EHR**. Meeting documentation requirements while reducing the burden on physicians and other clinical providers is critical in women's health. In addition to supporting quality care, **accurate documentation helps defend against lawsuits**, a major issue for OB/GYN practices. Strong documentation also works to ensure that these providers are being **paid fairly**.

A **mobile functionality** can help women's health providers feel less tied to the EHR and even reduce their documentation burden. Today, there are many exciting mobile options like **dictating using your smartphone** and utilizing a **virtual live scribe**.

These features are ideal because they can integrate with most EHRs accurately and efficiently.

“ The burnout rate in medicine is insane. A lot of the burnout rate is because of electronic medical records and the need to be glued to your computer. You're typing the same stuff over and over again. I think NextGen Remote Scribe is absolutely the only solution at this point.”

**Darryn Band, MD,
Physician and Partner
Capital Women's Care**

CHALLENGE 5

BALANCE

One more challenge that women's health providers grapple with involves the sheer number of patients that need to be seen daily. When a practice's patient load exceeds what is ideal for meaningful patient care, the practice suffers in a variety of ways. Failing to strike the right **patient load and time management balance** can lead to less thorough documentation, rushed visits, running behind schedule causing patient frustration, overwhelmed providers, and potentially smaller reimbursements.

There is no easy answer to this challenge. However, optimizing technology can help ease the strain. The option for **virtual visits and mobile documentation** should not be overlooked for women's health practices struggling with finding balance.

A comprehensive patient experience platform helps get your clinicians **out of the office on time and away from charting after hours.**



What issues do you see in your practice?

- 1 **Physician burnout**

This complex problem relates to many factors, but it is partially linked to poorly configured workflows and excessive clinical documentation requirements. There is no cure-all for this issue, but there are ways to alleviate some everyday stressors.

Yes No
- 2 **Patient portals that don't meet patient needs**

An inability for patients to schedule their appointments or pay online can deeply affect patient satisfaction with their women's health practice.

Yes No
- 3 **Revenue capture**

Incomplete payment for services often stems from missing information or inaccurate coding in claims.

Yes No
- 4 **Patient retention**

There is significant patient turnover, particularly in women's health. Loyalty can be fostered through a user-friendly, holistic experience.

Yes No
- 5 **Labor shortages affecting office staffing**

A shortage of office staff can lead to a poor patient experience and issues with revenue collection.

Yes No
- 6 **Supply and demand issues**

According to the U.S. Department of Health and Human Services, demand for OB/GYNs is projected to exceed supply soon, based on current utilization patterns. The number of OB/GYNs is expected to decrease by 7%, while demand is projected to increase by 4% by 2030. ¹

Yes No
- 7 **Legal concerns**

Nearly 80% of OB/GYNs report having been named in at least one malpractice claim, according to the Medscape OB/GYN Malpractice Report 2021.²

Yes No
- 8 **Lack of access to telehealth**

Telehealth options are rapidly becoming an expectation of many people.

Yes No

If you answered "Yes" to any of these questions, your practice is ready to explore solutions that will help your care team succeed.

NextGen Healthcare Solutions

Our Solutions	Issues Addressed	The Benefits
NextGen® Enterprise PM	<ul style="list-style-type: none"> • Physician burnout • Revenue capture • Labor shortages • Supply and demand issues 	NextGen® Enterprise PM helps your practice meet state and federal reporting requirements by autonomously and easily adding new data points, whole workflows, or modifying reports—without vendor support.
NextGen® Enterprise Financial Suite	<ul style="list-style-type: none"> • Physician burnout • Revenue capture • Legal concerns 	NextGen® Enterprise Financial Suite can help you discover better performance analysis and client management, payment posting, and RCM analytics and reporting.
NextGen® Charge Review Rules Engine	<ul style="list-style-type: none"> • Physician burnout • Revenue capture • Legal concerns 	NextGen® Charge Review Rules Engine can accelerate the speed and accuracy of turning charges into revenue. You can enable simple rule customizations and deliver unprecedented auto-correction capabilities.
NextGen® Patient Experience Platform and NextGen Virtual Visits™	<ul style="list-style-type: none"> • Physician burnout • Patient portals that don't meet needs • Patient retention • Supply and demand issues • Lack of access to telehealth 	NextGen® Patient Experience Platform and NextGen Virtual Visits™ improve patient engagement and decrease staff time spent on tedious tasks. Deliver care more conveniently, cost-effectively, and safely with virtual visits.
NextGen® Mobile	<ul style="list-style-type: none"> • Physician burnout • Patient portals that don't meet needs • Patient retention • Supply and demand issues • Lack of access to telehealth 	NextGen® Mobile can save time and reduce clinician fatigue with flexible, efficient dictation that integrates seamlessly with the EHR. This reduces after-hours charting for clinicians and provides more time to better focus on treatment plans.
NextGen® Share	<ul style="list-style-type: none"> • Physician burnout • Patient portals that don't meet needs • Patient retention • Labor shortages 	NextGen® Share simplifies data exchange and fosters care collaboration with outside providers and organizations through Carequality integration. Access and share patient information seamlessly. Consolidate data from disparate sources for a single source of truth across your patient population with a vendor-agnostic data integration engine.



Adapting to the New Era

Women's health providers are **fundamental to our society**. While there are major challenges, providers continue to work tirelessly to support their patients. In times of change, these providers need all the support they can get.

It might be time to consider if your current health IT is part of the solution, not the problem.

You can meet demands in the new era of women's health with the assurance of an IT health partner aligned with your vision to achieve better outcomes for all.

BETTER STARTS HERE.

Contact us at 855-510-6398 or results@nextgen.com.

There are no easy fixes to challenges surrounding women's health practices, but with the right tools, you can **stay strong in this new era**. As always, NextGen Healthcare is here to help you.

1 Ob/Gyn Malpractice Report 2021, Medscape. **2** Projections of Supply and Demand for Women's Health Service Providers: 2018-2030, U.S. Department of Health and Human Services Health Resources and Services Administration

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