

# MSA Primary Care Leverages NextGen Office to Boost Efficiency Across Practice Operations

## THE CHALLENGE

As a small, 13-provider practice, the MSA Primary Care team is committed to delivering personalized, quality care to their patients. However, they also face challenges stemming from balancing care delivery with running and supporting their practice. Their previous electronic health record and practice management systems inhibited some of this success.

Specifically, the MSA Primary Care team faced reporting challenges and hindrances to their revenue cycle. As an organization that completes both CPC+ and MIPS reporting, they struggled with visibility into the files needed to meet reporting requirements.

Similarly, their billing system and cash flow were impacted by delays in chart submission and charges from billing to insurance providers. Maddie Johnson, IT/Communications at MSA Primary Care, noted, “There for a while we were having providers, they would have 3 pages of open encounters, and we couldn’t bill for the month because there were open encounters.”

These challenges caused the MSA Primary Care team to seek new systems, leading them to switch to NextGen Office EHR and Practice Management.

## THE SOLUTION

By implementing NextGen Office, MSA Primary Care quickly gained greater visibility into reporting and could more easily acquire the information they needed during the process. “Reporting was a huge thing that we’re able to do very easily with NextGen. Even in just practice management or doing the CCDA files, we’re able to pull them very easily and give them to those who need them to help us grow as a practice,” Johnson emphasized.

Another key improvement came with the adoption of NextGen Office Ambient Assist. Many providers at MSA Primary Care switched from a different AI-powered documentation solution to NextGen Ambient Assist, as it integrates directly into the EHR. This technology helps them better connect with patients and close encounters faster.

“The thing is, you can show them one way, but there are three different ways to get to the same way. So someone might find their own way that’s easier and, I’m like, go with it. That’s awesome. Pretty intuitive.”

**Maddie Johnson**, IT/Communication  
MSA Primary Care

## CLIENT PROFILE

### Medical and Surgical Associates, Inc. (MSA Primary Care)

**Background:** MSA Primary Care has been offering primary, family, and internal medicine services to central Ohio for over 35 years. Their full range of services also includes Metagenics and Acupuncture, and their highly skilled staff is dedicated to providing unparalleled service to every patient.

## NEXTGEN HEALTHCARE SOLUTION

- NextGen® Office EHR
- NextGen® Office PM
- NextGen® Office Ambient Assist

## HIGHLIGHTS



**Customize** workflows with self-serve capabilities



**Close encounters faster** with AI-powered documentation



**Increase and streamline** reporting insights



**Improve** billing turnaround time & revenue cycle performance

Beyond Ambient Assist, the staff at MSA Primary Care have seen improvements in their overall efficiency and satisfaction thanks to the intuitive workflows within the EHR and PM. Staff have been able to navigate workflows in their own unique ways, driving their overall satisfaction and ease of use. When they add new staff or providers, the team reports that the onboarding process is significantly easier than it was with previous systems.

Self-access blueprints and clinical templates have also given the team the autonomy to customize their system to their needs. “The thing is, you can show them one way, but there are three different ways to get to the same way. So someone might find their own way that’s easier and, I’m like, go with it. That’s awesome. Pretty intuitive,” Johnson adds. These intuitive, personalized workflows improve staff experience and simplify the training process.

## THE IMPACT

The right EHR and practice management system has positively impacted workflow efficiency, streamlined billing, and simplified onboarding at MSA Primary Care.

By switching to NextGen Office, MSA Primary Care now bills as the provider and no longer loses 10% of what they bill to insurance. Coupled with providers closing their charts on time with Ambient Assist, the team is seeing tangible improvements in their revenue cycle. “They’re closing their charts within a couple of days. So we’re seeing that’s a game changer, especially with the trickle effect of billing out,” Johnson emphasized.

In their day-to-day, the MSA staff is in control of their workflows, allowing them to boost efficiency and work more seamlessly. Johnson emphasizes the ease of utilizing the practice management tool as a whole and building out templates, saying, “I love how we’re able to do everything...It’s very, very easy to use. And if we’re willing to do it, we’ll do it ourselves. And if we know it, that’s what we’ll do.” Not having to contact a vendor to build templates or boxes allows for greater operational efficiency and increased control over their workflows.

The MSA Primary team is also growing its use of NextGen Office as they continue to grow as a practice. They are currently transitioning into NextGen Office PM for scheduling and are considering a full switch to the billing system.

**Above all, having the ability to consolidate services under one vendor and embracing a single solution to drive their workflows has contributed to the overall success of MSA Primary Care.**

“I would say if you’re thinking about switching, switch, you’re not going to regret it. We love it.”

**Maddie Johnson**  
IT/Communication  
MSA Primary Care

## HOW CAN WE HELP YOU?

Partner with us at **855-510-6398** or **results@nextgen.com**