gMedConnect links Physicians with Gastroenterology focused Platform

Certified by the Department of Health and Human Services' Office of the National Coordinator for Health Information Technology (ONC) as an Authorized Testing and Certification Body (ATCB) to meet Meaningful Use requirements, implementing gMed can help eligible practices collect up to $39,000 in HITECH incentives.
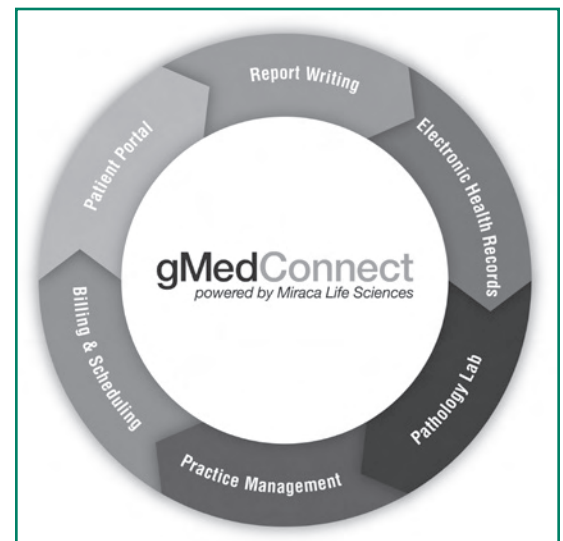
"In 2007 we built our own building and endoscopy unit," said Laura Henry, CMPE, Practice Director, Northeast Digestive Health Center and Cabarrus Gastroenterology Associates, LLC. "Miraca Life Sciences, which was then Caris, introduced us to gMed to evaluate their products for our endoscopy unit and office. We found gMed had a much better understanding of GI than other general EHRs which is what persuaded us to move in that direction."

Ms. Henry is not alone – more than 400 GI practices have also selected gMed's gGastro EHR system. "The benefits are many, but the part that I enjoy most about the gMed system being specialized to gastroenterology is that it is also customizable to each practice," said Kathy Faber, Manager at Albemarle Gastroenterology in North Carolina. "It also brings to the table all the coding and language that is needed from the coding books in order to export codes to your billing system. gMed lets small business remain on the cutting edge and compete with larger ambulatory surgical centers when trying to get reimbursed from the insurance companies."

gMed and Miraca, a highly progressive Pathology laboratory company, jointly developed a dynamic, bi-directional interface. Evaluating the relationship and market needs, both companies took an even deeper dive and decided the timing was right for a combined product offering. gMedConnect is an offering that provides the deepest level of data sharing using both companies' combined technology and services.

Miraca and gMed have partnered to offer gMedConnect, an integrated platform.

gMedConnect is Easy to Use

- ONC-ATCB certified
- Intuitive, similar to paper charts
- Links to devices and specialized labs, e.g., Miraca Life Sciences
- Minimum clicks
- Easy-to-use interface and navigation
- Runs on Internet browser from any computer
- Flexible personalization

"Having Miraca interface with gMed is an incredible addition to the software – it makes it very easy for the path results to come into your system and the doctors messaging inbox – there s/he can sign off on the pathology and send tasks to staff members to make the phone calls that are required to inform patients in a very timely manner of their pathology results," noted Ms. Faber.

Why Now?
A recent survey suggested that nearly 75% of all physicians using an Electronic Health Record are dissatisfied because of limited specialty content, and nearly 28% were dissatisfied with their laboratory interface. Due to this overwhelming statistic, it made perfect sense to offer a combined specialty-specific EHR with a pathology lab interface designed to bring the highest level of data interchange available.

A key benefit of the combined effort is the ability to link GI doctors to Miraca Life Sciences, enhancing workflow, improving patient care and making health information more readily available.

This capability gives physicians ready access to expert colleagues who examine biopsies and provide accurate diagnoses.

Miraca Life Sciences' GI pathologists – a team of nationally-known leaders in gastrointestinal pathology, hold and have held positions at top academic institutions such as Harvard, Cleveland Clinic, Mayo Clinic, M.D. Anderson, and others. gMedConnect brings together the best the gastroenterology market has to offer. "Linking directly to the Miraca Life Sciences group revolutionizes the practice and gives us the ability to timely inform patients of the path results after testing has been done. It also allows us, through an interface, to drop the pathology reports directly into the patient's chart and it has a five-point check system to make sure that important and sensitive information is put into the correct patient chart," said Ms. Faber.

These features coupled with gMedConnect's automatic procedure coding, saves you from spending physician and staff time on customizing an EHR application – optimizing clinical time and helping to maximize revenues.

Implementation with GI Specialists

In the Health Affairs' article, *Medical Groups' Adoption Of Electronic Health Records And Information Systems* (September 2005 vol. 24 no. 5 1323-1333), Gans et al. reported data from a nationally representative sample of medical group practices and found that "the process of choosing and implementing an EHR appears to be more complex and varied than we expected. This suggests a need for greater support for practices, particularly smaller ones, in this quest if the benefits expected from EHRs are to be realized."

In choosing an EHR, an attractive option which offers both deep GI knowledge and expertise in business process analysis is desirable. gMedConnect brings the optimal feature set together in one core offering comprised of an Electronic Medical Record, Practice Management System, Report Writer and Portal.

"Back in 2005, gMed seemed to be the best fit for our practice. I am very happy now, in 2013 that I chose them because they have devoted much time into the research and development of their product. They constantly improve the product, they give you the proper training and the tools to keep your business up to date and they also help you navigate through the very hard task of maintaining everything that insurance companies require in an ever changing environment," shared Ms. Faber.

Experience with Both Companies

For about 10 years, Tri-County Endoscopy Center in Township, MI, has been using gGastro. Nurse Manager Judy Edwards said it was very helpful having experts in Gastroenterology on the implementation team. "gMed's implementation process is overall well designed," said Ms. Henry. She advises that "the preparation at the practice level is critical for a successful implementation." gMed's implementation success is well above the industry average and the experience of these practices reflects gMed's #1 GI-specific Black Book rating.

Cheri Liubakka, at Upper Peninsula Digestive Disease Associates P.C., recently implemented gMed's gGastro offering and her team is extremely happy with the interface that delivers Miraca Life Sciences' comprehensive endoscopy reports and integrated specimen images. The seamless interface provided by the gMedConnect system has helped to increase efficiency throughout the practice.

"We did work with Miraca before we implemented gMed and the interface was in place. At the time we had to sign into two different websites to get path results or they were faxed to us," said Ms. Faber. "It's very nice that the interface between Miraca and gMed works seamlessly to help create a much better environment for the doctors to receive results and to chart those results in our system."

Reports Data to Registries

"The ease of the report writer surpassed any other product that was out there,"

said Ms. Henry. "Having the integrated EHR and report writer sold us!"

gMedConnect reports to the following registries:

- **PQRS** – Centers for Medicare & Medicaid Services Physician Quality Reporting System (Physician Quality Reporting or PQRS) formerly known as the Physician Quality Reporting Initiative (PQRI).

- **AGA Registry®** – American Gastroenterological Association (AGA) Digestive Health Outcomes Registry®.

- **GIQuIC** – GI Quality Improvement Consortium, Ltd., the collaborative benchmarking registry of the American College of Gastroenterology (ACG) and the American Society for Gastrointestinal Endoscopy (ASGE).

Practice Management System

"We will be implementing the third component, gPM, gMed's practice management system in January of 2014," shared Ms. Henry. gPM is a revolutionary practice management and billing system. Fully integrated with gGastro, this application allows GI practices to register patients, automate billing and analytics, and easily manage resource schedules.

"We are very excited about the integration of all components and the improved efficiencies. My philosophy is to ensure technology is working for us, not us working for technology and I believe gMed's integrated system demonstrates that very well," said Ms. Henry.

For more information about gMed please call 888.577.8801; visit our website at www.gmed.com or speak to a representative at the ACG conference.

For more information about Miraca Life Sciences please call 800.979.8292; visit our website at www.miracalifesciences.com or speak to a representative at the ACG conference.