

Baldwin Pediatrics



Summary

Baldwin Pediatrics relied heavily on a paper-based patient intake process for more than a decade, but was frustrated by its inefficiency. The practice implemented Phreesia’s digital platform to provide patients a more modern, convenient registration experience. Phreesia’s integration with Office Practicum, the practice’s electronic health record and practice management system, has also provided even greater benefits for Baldwin Pediatrics, including automated clinical screenings and intake, improved patient communications and streamlined payment collections.



About the Organization

Size: One location, five providers

Location: Panama City, Florida

In 2008, board-certified pediatrician Rubina Azam, MD, FAAP, ABIHM, opened Baldwin Pediatrics in Panama City, Fla. The pediatrics group has taken a holistic approach to patient care, providing primary care and preventive and specialty services for children from birth through early adulthood.

The Phreesia Difference



72%

of patients checked themselves in



2.7K

messages sent directly to patients each month



82%

payment rate at time of service



88%

patient satisfaction rate with Phreesia

“We’re a lot more efficient [using Phreesia], especially with our clinical screeners. Since the scoring is automated and the results are automatically added to the patient’s chart, we’re saving time and able to focus more on the patient and their family.”

—Amanda Ferraro, Office Manager

GOALS:



Automate patient registration



Improve patient communications



Increase balance collections

Benefits of Phreesia-Office Practicum Integration



Seamless data capture for a complete patient record directly into OP



Modern, convenient intake experience on patients' own device



Reduction in redundant data entry and excessive administrative tasks

The Problem

Like many healthcare organizations, Baldwin Pediatrics initially relied on a paper-based patient intake process. Patients filled out paperwork in the office before their appointment and staff needed to manually capture demographics, verify insurance, collect patient payments, and administer and score clinical screenings. Plus, without any way to easily communicate with all their patients, staff spent too much time with individual outreach to confirm appointments or provide important office updates.

Administering clinical screenings also required a lot of staff intervention. Once parents or guardians completed screenings for the patient, staff manually scored the results and scanned the papers into patients' records. With so many manual steps, this process could bleed into patients' time in the exam room, leading to delays and less time with the provider.

In an effort to automate its intake workflows and provide a more modern, convenient patient experience, Baldwin Pediatrics decided to switch to a digital intake platform.

The Solution

Amanda Ferraro, the organization's office manager, heard of Phreesia after using it as a patient herself in another practice. Based on her positive experience using the platform, her own research and how it integrated with Office Practicum, she knew Phreesia could accomplish Baldwin Pediatrics' intake goals of automating registration, improving patient communications and increasing collections.

Phreesia automates all necessary intake tasks for both patients and staff. Patients and their caregivers can complete their registration—entirely on their mobile devices—before they enter the office. Demographics, insurance information and consents are all captured in Phreesia's intake platform, reducing administrative burden and saving staff more than five minutes per patient check-in. In fact, the practice collects digitally more than 4,000 consents per month. Clinical screeners are also automatically scored and populated into patients' record in Office Practicum, so the results are ready for providers to view before they enter the exam room.

For payment collections, the practice now sends patients a link to pay copays and past-due balances during the digital check-in process. Using Phreesia, Baldwin Pediatrics offers families payment plan options so medical bills are more manageable. Now, most patients and families are paying co-pays or balances before they even arrive at the clinic for their appointment.

Phreesia is also making it easier for Baldwin Pediatrics to reach their patients before, after and between visits. The practice can communicate quickly with its patients about important office updates such as COVID-19 testing and vaccine availability, helping Baldwin Pediatrics keep patients better informed when they're not at the clinic.

"Phreesia made the transition to digital intake so seamless and easy," Ferraro said. "It's saving our patients a lot of time at the office, which helps our staff be more efficient."