



Discover the OP Difference

Are you running your practice or is your practice running you (down)?

You did all the work to get to where you are today - you went to medical school and built your own independent pediatric practice! You made investments such as hiring staff and buying EHR software to manage your daily operations.

But do you ever feel like your practice is running you - and at the end of the day you're still up against the long hours, note bloat, staffing challenges, attracting new patients, and other clinical, operational and financial challenges?

The OP solution is purpose-built to help you thrive.

It's 100% pediatric-focused

Every clinical, operational, and financial feature in our platform was built for pediatric practice needs. We're so committed to pediatric practices that we are the first and only pediatric-EHR to receive the Drummond Pediatric Health IT Certification.

It's not just an EHR

Did you know you will lose about 5% of your patients each year to aging out and relocating? OP provides a range of patient engagement and practice marketing solutions so you can grow and thrive in your practice beyond care delivery.

It will connect you with your pediatric tribe

Our pediatric customers get the support they need from independent, like-minded practices every day. And our annual user conference offers you the training you need to optimize your investment.

It supports you at every step of the patient journey

OP supports you from the moment a parent starts looking for a pediatrician, from check in to check out, and after the patient visit with tools that help you support your patients - even while you're sleeping!

What you get in return is more **FREEDOM**, **GROWTH**, **RESULTS**, and a community that's committed to seeing you **THRIVE**.

How OP Supports The Entire Patient Journey

BEFORE THE PATIENT ENCOUNTER

The patient journey begins at home, when the parents or caregivers are searching for a practice they can feel good about. To build and continue to replenish patients in your practice, they need to find you! Once they find you, you need to demonstrate you're the safe and trusted choice over competing practices in your area.



OP has you covered with products & services that will help you attract and keep your patients - without the headache of managing a cobbled-together (and ineffective) marketing effort!

- ✓ **Website + SEO** - A purpose-built website with expertly executed SEO, symptom checkers, pediatric medical content and more!
- ✓ **Online Reputation Management** - Demonstrate your value with more 4 and 5-star Google ratings. Automated with quick impact!
- ✓ **Patient Portal** - Makes it easy for patients to fill out forms ahead of time, reduces admin burden, and gives you more face time with patients.

ANYTIME CARE: 24/7 CARE AND SUPPORT

Life is full of surprises! Whether it's flu season and busy parents want to see you as soon as possible, or you have new parents who are unsure when their child may be sick, your patients still need you - and at times that aren't always convenient. Plus, you and your staff can't man the phones 24/7 or even manage all the financial demands of running a practice. We have the tools you need to keep your practice running smoothly even when you're not available.

- ✓ **24/7 Answering Services** - We can manage calls for you anytime with pediatric-specific customization that you won't find anywhere else.
- ✓ **Online Patient Education** - Medical content on your site including 900+ pediatric-specific articles, a symptom checker, and OTC medicine dosages. In English & Spanish!
- ✓ **Telehealth** - No need for an app, multiple callers can join; aftercare instructions can be sent via text or email. Built-in scheduling and payment processing ensure you get paid for all of your work.
- ✓ **Mobile App** - Mirrors your website, is private/HIPAA compliant, and is easily accessed from a caregiver's mobile device



ONSITE: THE PATIENT VISIT AT YOUR PRACTICE

Intake is complete and your patient is ready for the clinical care they came for - and you're ready to deliver timely care because you're using OP's EHR + PM platform, jam-packed with the kid-specific features you need (and don't have to build yourself!). With OP, you can:

- Reduce the manual and repeated entry of patient history for patients who share the same genetic parents
- Support complex family structures by linking patients according to their 'social' and 'financial' families
- Automatically calculate BMI and weight-based dosing according to the patient's most recent weight
- Use a full range of growth charts that incorporate WHO/CDC, Harriet Lane, and AAP guidelines and include specialty growth curve plotting adjusted for Down Syndrome and preemies
- Access 30+ pediatric-specific surveys, including M-CHAT, Vanderbilt, and CHADIS questionnaires
- Save time with 200+ pre-loaded and fully customizable pediatric templates for well, sick, telehealth, and behavioral health appointments
- Identify and analyze patients at risk for behavioral health concerns



With OP, you get a full array of clinical and practice management capabilities that are designed to make your life easier, capture the patient information you need faster, make data-informed decisions, and support your staff post-visit with peds-specific in-house billing solutions.

- Use preloaded Pediatric Care Plans with item-specific recall capabilities
- Get up-to-date ACIP immunization forecasting + recall capabilities to keep your kids on schedule
- Benefit from on-screen alerts for overdue vaccinations
- Protect patient privacy in compliance with the 21st Century Cures Act
- Quickly run patient recall lists and automatically contact patients to schedule appointments?
- Easily manage vaccine inventory
- Integrate with bi-directional immunization registries to reduce manual record updates
- Complete school, sports, and camp forms by auto-populating patient data with one click, then deliver them to the patient portal
- Flag claim denials before they go out the door, giving you a chance to fix them

BEHIND THE SCENES

Once a patient joins your practice, every stage of their journey contributes to your financial success. OP's ability to handle unique pediatric billing nuances means that your revenue stream will flow so your practice can grow.



- ✓ **Instant Insurance Validation.** - No more logging into dozens of payer websites to confirm coverage. Validate insurance with the click of a button.
- ✓ **Easy Claim Creation and Submission** - OP's software makes sure your claims go out right the first time, get to where they're going in the way that's required by the payer, and get paid without delay.
- ✓ **Combined family statements** - Transfer patient credits between siblings and generate family statements that are clear and concise.
- ✓ **Advanced Financial Insights** - From basic billing reports to stay on top of A/R to more advanced reports to aid in business decision-making, the sky's the limit!
- ✓ **Revenue Cycle Management Services** - Short on staff, time, or billing expertise? We know the nuances of state-specific payer rules, vaccine billing and how to optimize reimbursements!

The OP Difference doesn't just stop with a robust set of features to support the full patient journey. OP also offers:

- ✓ Pediatric practice experts for comprehensive and supported implementation and training
- ✓ Ongoing support and client success services
- ✓ Free regularly scheduled training webinars
- ✓ Access to private, exclusive online forums dedicated to pediatricians and practice managers that allow community members to share ideas and resources, ask product-specific questions, and learn how other practices are handling broader pediatric issues
- ✓ An annual user conference where you can network with your tribe, learn how to utilize your technology fully to optimize your investment, meet OP staff, and build long-lasting relationships with a team committed to helping you succeed



Dare to question your current solution!

Don't let substandard technology prevent you from successfully managing and growing your pediatric practice. Partner with a team of specialists focused on pediatric solutions and technology built exclusively for you!