

Featured Partner

MedAxiom's corporate partner, NextGen Healthcare, delivers award-winning computer-based practice management and electronic medical records systems to over 25,000 healthcare providers. NextGen's integrated application suite—designed to meet cardiologists' unique clinical and administrative needs—streamlines office administration and improves data management for increased efficiencies, better patient care, and enhanced competitive advantage.

An interview with Deb Dore, Director of Cardiology Products for NextGen:

Q: Why have you chosen MedAxiom as a strategic partner?

A: By partnering with a respected cardiology thought leader like MedAxiom, NextGen is able to improve support and service to our customers. For example, teaming with MedAxiom enables NextGen to better assist customers in facilitating key strategies—such as benchmarking performance, improving documentation, and increasing revenue through higher coding and disease management features.

As a result of our affiliation with an influential organization like MedAxiom, NextGen enjoys increased opportunities to interact with practice administrators and to better educate consumers. As a result of these encounters, the majority of MedAxiom members in search of electronic medical record (EMR) software ultimately select NextGen. We consider it a great honor to serve these well-educated members—and to help them further improve cost effectiveness, enhance patient care, and develop methodologies to better measure performance.

What's more, our partnership with MedAxiom enables us to better stay on top of the critical legislative affairs affecting cardiology practices.

Q: How does your business currently interact with the Cardiology practices?

A: NextGen Healthcare delivers integrated software—including a superior practice management system, a robust cardiology-specific EMR system, scanning and a physician portal—along with industry-leading training and support services. Our software and service offerings are customized to support the unique needs of cardiology practices.

We feature the industry's richest cardiology knowledge base, built from 10 years of experience working with practicing cardiologists nationwide. Our system creates a paperless environment to enhance the workflow process in a physician office for improved efficiency, better communication, superior connectivity, and enhanced revenue. Our product delivers interoperability with multiple test/procedure modalities—and our automated coding tool ensures maximum reimbursement.

NextGen's team of cardiology experts deliver implementation and consulting services—along with ongoing support—designed to optimize efficiencies and help users maximize their technology investment.

Finally, we continually communicate with our cardiology customer base through formal forums such as our National User Group Meetings, and Cardiology User Group, to better understand customer needs. We attend several national meetings as sponsors, including MedAxiom, CLA, ACC, MGMA, CSCA, and others.

Q: What differentiates your organization from others?

A: NextGen is very proud of the fact that we are one of only four EMR vendors invited to be corporate MedAxiom partners and to participate in its conferences.



We're also proud of how many cardiology customers have used our EMR solution to drive down the cost of their operations and to enhance their quality measurements using our advanced reporting tools. Accomplishing these benefits requires a powerful EMR capable of collecting data in a discrete format so information can be properly evaluated and managed. By implementing the NextGen EMR across their business and clinical workflow, NextGen customers experience the full impact of our content while gaining the benefits of discrete data management in all facets of their business. As such, our customers create critical cost efficiencies and improved quality in operations.

To more accurately define and benchmark clinical quality criteria, NextGen is actively engaged in clinical process optimization events with strategic MedAxiom customers. As such, our benchmarking criteria is leveraged by MedAxiom's MedAcess benchmarking tools.

Because of our focused interest in cardiology, we have a team of experts within our organization overseeing cardiology-specific strategies and ensuring the successful implementation of our cardiology products among our customer base. For example, we have a Chief Medical Officer, Physician Consultants in Cardiology, a Vice President of Specialty Products, a Director of Cardiology, as well as Project Management, Implementation, and Support teams specifically devoted to this area.

What's more, our customers are leaders in clinical and business office management practices. In fact, our company—and our customers—are repeatedly recognized with prestigious awards such as the HIMSS Davies Award (NextGen client, Cardiology of Tulsa, won the HIMSS Davies Award in 2006), and MS-HUG awards for practice management and our cardiology EMR. On a national level, NextGen is DOQ-IT certified—and we meet CCHIT certification for 2007. As Director of Specialty Products for Cardiology at NextGen, I am part of a CCHIT expert panel. In addition, NextGen's interoperability specialist is on CCHIT's interoperability panel, and NextGen's Chief Medical Officer participates in the CCHIT Ambulatory Functionality Workgroup and Foundation Workgroup. We plan to continue our support of CCHIT and pledge to maintain our strong focus on interoperability interfaces.

To summarize, there isn't another technology provider in the cardiology arena that has achieved NextGen's level of sustainable momentum, growth and clinical experience. Our powerful combination of cardiology expertise and our decade-long history of financial strength means that NextGen products are a smart investment for cardiology practices.

Q: How do you intend to add more value to your customers in the next 12 months?

A: We have several initiatives underway which will further strengthen our products and services for cardiology.

By continuing open communications with MedAxiom members and strongly focusing on these practitioners, NextGen will gain better direction—and glean key recommendations about how to best focus our efforts—in order to continue to add more value to our customers.



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I will continue to visit with customers and act as a customer advocate. In doing so, I can better blend the nationwide needs to arrive at a strategic plan which moves NextGen forward in a positive direction.

As always, NextGen will continue to enhance our software to support the changing needs of cardiologists.

Q: What new products or services can we expect to see released in the next 12 months and what are your longer term goals?

A: NextGen addressed the 2008 Physician Quality Reporting Initiative (PQRI) indicators and they are already available to our customer base. What's more, we will support the ACC IC3 initiative this year with a live pilot.

With the exceptional cardiology content already in our products, NextGen will continue in our leadership role in supporting efficiency in practice by creating improved interoperability with leading medical device manufacturers and cardiac procedure modality vendors. Plus, in the coming year, NextGen will continue to expand our IHE connectivity certification.

In addition, NextGen will maintain our strong focus on enhancing direct patient care quality. As such, we'll concentrate on enhancing quality management tools and supporting clinical research.

To allow patients to more fully participate in their care, we plan to continually expand NextGen tools—such as our NextMD offering. This sophisticated patient-provider portal facilitates efficient electronic communication and clinical data exchange between patients and doctors, thereby greatly reducing the volume of phone calls to doctor offices.

Finally, we will continue to further define the workflow process around effective disease management using evidence-based disease management programs.

Q: Who should the MedAxiom practices contact with questions about NextGen's company or products?

A: For general information about NextGen, please visit www.nextgen.com or contact us at (215) 657-7010/ sales@nextgen.com.

For cardiology-specific information, please contact Debra Dore, Director of Cardiology, at (815) 355-7260 or ddore@nextgen.com.