Case Study

Ortho Virginia Maintains Compliance and Improves Customer Service with One Tool

OrthoVirginia is Virginia’s largest provider of expert orthopedic and therapy care. Located throughout Virginia, in Lynchburg, Richmond, northern Virginia and Virginia Beach, OrthoVirginia has more than 100 physicians, 22 office locations, MRI facilities, outpatient surgery centers and physical therapy clinics. Its mission is to improve the musculoskeletal health and well-being of those who live in the communities that it serves. OrthoVirginia's statewide network of physicians and healthcare providers strives to deliver high quality, cost effective orthopedic care to its patients.

This case study is based on an interview with Dr. John Bowman, Chief Medical Officer and past Chief Compliance Officer at Ortho Virginia.

MOVING FROM A “HOME-GROWN” DATABASE TO A MORE ROBUST PLATFORM

Before moving to Wolters Kluwer’s compliance workflow system, ComplyTrack, OrthoVirginia was operating on a Microsoft® Access® database that had been custom configured for the organization. According to Dr. Bowman, there were usability issues with that system that needed to be resolved. “When I became Chief Compliance Officer, we were using a home-grown database based on Access documents from Microsoft, and that was cumbersome because none of us had the ability to alter any of the templates or any of the formats. One of my first tasks was to begin some sort of quality assurance program combined with attention to adverse compliance events that might bring regulatory oversight. We started looking around for something to help us do that. When we discovered how robust ComplyTrack was, that caught our attention.”

MEETING THE NEEDS OF A GROWING ORGANIZATION

ComplyTrack has proven instrumental as OrthoVirginia continues to experience ongoing growth. As Dr. Bowman describes, “Ortho Virginia has been operating in expansion mode for a while now. We acquired offices in northern Virginia, and we are now also in Richmond, Virginia Beach, and in Lynchburg, so we have four regions of Virginia covered at this point, with probably more to come. Along the way we’ve accumulated about 115 to 120 orthopedists, physical medicine physicians, some pain management specialists, anesthesiologists, and a few sports medicine primary care physicians. In addition, we have about 100 PAs and NPs and probably 125 to 150 physical therapists. From a compliance standpoint, ComplyTrack makes it easy to grow. The systems are all there and ready for adoption by new locations.”

EXECUTIVE SUMMARY

Chief Medical Officer and Chief Compliance Officer
Dr. John Bowman

Challenge
Maintain quality assurance and compliance across a growing organization.

Solution
ComplyTrack Issue & Action Management and Incident Management applications have supported growth, sustained compliance requirements, and added some surprising benefits in the area of customer service.
As Ortho Virginia considered its options, one of the features that attracted the organization to ComplyTrack was the platform’s versatility. Ortho Virginia quickly discovered that ComplyTrack could serve as a repository for all of its business association agreements. Dr. Bowman puts it succinctly, “Now we have a nice, tidy place where personnel from around the state can access these agreements. We like the fact that it’s an online product, and that it isn’t sitting on one of our servers somewhere. All the regions can gain the same access to ComplyTrack very easily. And that was one of the key deciding factors.”

Dr. Bowman is particularly pleased with how simple it is to add various attachments in ComplyTrack, and to keep all the reporting and the backup in one place. “If I get a voicemail complaint, I save it, and then copy it to the attachment section of the ComplyTrack database. I’ve got pictures, multiple voicemails, documents, everything. It’s so easy to store so many different types of media. I think there are over two hundred types of media that can be stored on the attachment path. There are cases that come in, for example, with legal documents, and medical releases for documentation, all of those can get filed with the incident. ComplyTrack puts everything in one easy-to-access spot, so we don’t have files scattered all over shared drives. They’re all in one place.”

Ortho Virginia has been pleased to discover that greater accessibility has brought more personnel into the process, which means more people are making a positive contribution. According to Dr. Bowman, “We didn’t have the ability to track trends so easily, because our complaint gathering was too scattered to ever notice. Now, the data accumulates and reinforces our opportunities for improvement. We can then redirect energy to physicians, to workflow processes, to registration areas, and so on. Because we have a comprehensive database where we can file everything and immediately access it, we can make trends actionable and report out to upper and lower levels of management. This gives every employee an opportunity to engage.”

“Today, when we open the Internet browser to the OrthoVirginia portal page, it’s one click on “file an incident”, and we are in the system,” Dr. Bowman reports. This sort of accessibility has led directly to an improvement in customer service. “Our RCM team saw how great this was for the rest of us, and they said ‘we take calls every day from people who are unhappy, and we don’t track them and we don’t trend them.’ Now they do. As we work through an incident and make the calls to patients, everything gets documented. You provide an improved level of customer service as a result.”

Another pleasant surprise that ComplyTrack delivered to Ortho Virginia is in the area of communication throughout the entire organization. As Dr. Bowman describes it, “The reporting has been set up so that to launch a standard report, we pick a region, and we select all the incidents across certain dates. Each month, I go in and create a report for the various office managers so they get to see what is happening in their region. This means the feedback goes beyond our department, all the way down to the individual office manager positions. Now everyone has a feel for complaints and what we’re doing to address them. The reporting flows both ways up and down the chain, which means there’s day-to-day utility for everyone from the office managers to the Board of Directors.”

“The graphical outputs are great,” Dr. Bowman reports. “I show those reports at the Board level which contain graphical analytics from many incidents of different types. The Board appreciates those graphs very much because they make it quick and easy to grasp a large volume of information.”

Ortho Virginia found the onboarding process to be painless. “Training was easy,” says Dr. Bowman, “because, Beth Silverman, our Wolters Kluwer implementation instructor, was patient, she was wonderful. She made recordings for the people who couldn’t make it to any given session of the educational process. She worked through some of the early template formation with us. She taught us to make others, and we’ve since used that knowledge to design a few of our own. We got the process implemented, and we created a few tutorials. It was easy.”