

# Rx for success

## Gastroenterology Practice Looks Forward with Centricity

Southern Gastroenterology Associates didn't know what it was missing. The six-physician group was using a practice management system, but didn't realize how inefficient it was until they saw Centricity.

"When I joined the practice, I was shocked at how difficult it was to use the existing system," said Practice Manager Sandy Rosenberg. "It was impossible to run even simple reports. Everyone here was accustomed to it, but I knew there was a much better solution."

Rosenberg had used Centricity at another practice, and strongly recommended it to Southern Gastroenterology. Although they looked at a number of other systems, the physicians were sold on Centricity.

### Functionality = Growth

The doctors were not only impressed by the ease of use and functionality Centricity offered. They also realized that Centricity would support the growth of their practice with enhanced scheduling, billing and analytics.

"We had an expansion plan in place and needed something to grow on," explained Rosenberg. "Centricity PM was robust and scalable. It was an eye-opener for the physicians to see what was possible with this new system."

That was several years ago. Recently, when it came time to add an EMR, the practice again looked at all the options. "We were not going to choose Centricity EMR without investigating alternatives," Rosenberg said. "But we found that no other EMR was as simple and clearly organized. Compared to the others we looked at, Centricity EMR was a 'Wow!'"

Another selling point: Centricity EMR integrates with the practice's ProVation ambulatory surgical center software — a huge plus. "We've had ProVation for many years and

it works well for us," said Rosenberg. "We didn't want to replace it, and are delighted that Centricity EMR interfaces seamlessly with it. Centricity's data and reports feed ProVation and vice versa."

### HealthSystems = Success

As the practice prepared for the EMR implementation over the summer, they worked closely with HealthSystems to get their workflow and their personnel ready. "We preloaded data, did a lot of training and stayed ahead of everything to avoid surprises," said Rosenberg. "HealthSystems knows exactly what to do to ensure a successful implementation. They have a phenomenal team and excellent trainers."

Rosenberg says the practice will be working toward Meaningful Use attestation in the near future, and those funds will help offset their investment in Centricity.

"It's so important to take a long view and consider the practice's strategic goals," she said. "Efficiency is the key. There are less expensive systems out there, but when you choose GE, Centricity and HealthSystems, you know you're in good hands for the long run. Centricity will move you forward. You won't outgrow it — or the people supporting it."



*Southern Gastroenterology Associates*



## At A Glance

- 6 physicians**
- 30 office staff**
- 3 locations**
- 1 surgical suite**

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