



7

ways the cloud  
can elevate  
your practice

## Abstract

Cloud technology lets physicians build high-performance private practices capable of handling the demands of the ever-changing healthcare landscape. This technology also helps practices reduce spending on technology infrastructure and supports the trend of greater mobile usage. Cloud software helps streamline processes, improve accessibility, monitor projects more effectively, reduce staffing and training costs, and reduce capital costs.

Practices weighing the advantages of cloud software over in-house, client-server software are wise to consider not only the visible costs of the monthly subscription fee for onsite software but also the hidden costs of in-house software ownership. Additionally, cloud software provides solutions, like mobility and connectivity, once only available to large group practices and hospitals.

This guide identifies the basics of cloud software, why using the cloud is an effective solution for eliminating the hidden costs of supporting in-house software, and explores how cloud technology will benefit today's private practices.

## > Introduction

Many physicians are unaware of the full costs and additional staff resources associated with buying and maintaining an in-house client-server software system. They are surprised to discover the cost of using an in-house platform greatly exceeds the initial fees and escalates exponentially as it ages.

In addition to the software, a client-server solution requires servers and backup equipment that must be maintained, repaired, and upgraded on an ongoing basis – significant costs and hassles that are frequently underestimated in cost comparison. Add that to the difficulties in implementing mobile solutions and multi-site connectivity with client-server software, it simply doesn't make sense to maintain the status quo.

Simply put, the future of practice management and EHR is on the cloud. The number of medical practices using cloud software is expected to grow tremendously in the near future. Cloud technology for the healthcare industry is expected to grow 20% annually over the next several years. This means client-server software has become a thing of the past.

**“Beware the hidden costs of client-server software.”**

Learn more about cloud software and the top seven ways top-performing physicians have already elevated their practice through the power of the cloud.

## > What is cloud software?

Much has been said about cloud technology, but deciphering the true meaning of what it means to be on the cloud may seem hard to pin down. As more and more technologies are moving to the cloud, it's helpful to understand the term.

Cloud software uses a network of remote servers hosted on the Internet to store, manage, and process data, rather than a local server. Cloud software is known by many names: software-as-a-service (SaaS), on-demand, Internet-based, web software, and application service provider (ASP). Although slight differences exist, the global consensus across all industries – including healthcare and banking – is that cloud software provides a low-cost way for companies to obtain rights to use software as needed versus licensing all devices with all applications.

Cloud-based technology doesn't require dependency on hardware or and in-house technical support, and gives small practices access to hospital-grade technology. Cloud software offers the benefit of less maintenance, remote access to patient data, free software updates, increased security, and multi-site connectivity. Additionally, cloud software is ideally suited to support the use of mobile devices, such as smartphones and tablets, in changing the way doctors treat, communicate, and interact with patients.

**“Cloud software provides a low-cost way for private practices to access the best technology.”**



### Challenge the status quo

Consider the following factors to discover the true cost of client-server software

- Data storage
- Data backup
- Data recovery
- HIPAA compliance
- Clearinghouse
- Claims scrubbing
- EDI agreements
- Multi-site connectivity
- Remote connectivity
- Space & facilities
- Major upgrades
- Technical support

# > 7 ways the cloud can elevate your practice

## #1 Anytime, anywhere, access

Gain freedom and flexibility

Cloud clinical and medical billing software gives you easy, remote access to your practice and patient system anywhere you have internet access – home, hospital, remote clinic, or from the road – using your Smartphone, iPad or tablet.

Cloud software allows you to perform your normal work functions remotely, with zero impact to your workflow or speed—it's just like you were in the office. You gain real-time, remote access to your medical data and schedules. Remote software access also allows you to easily connect to and work from multiple office locations.

### Experience true mobility

Securely access all records from anywhere while working on-call. Fill late night prescription requests remotely with ePrescribing. Wrap-up charting notes at home for a better work-life balance. Check and update schedules while on the go.

## #2 Centralized scheduling & billing

Make across town seem like down the hall

Cloud medical office software centralizes management of multi-site or multi-physician practices.. Imagine, one unified medical practice software system for handling scheduling, preparing claims, checking insurance, handling ePrescribing, and managing patient health records for multiple physicians and practices.

Billing can start immediately after physicians sign off on charges – no more hunting down charge slips, calling other locations, or tedious double entry. Quickly review colleagues notes and schedules from anywhere with a secure Internet connection.

## #3 Keep pace with regulatory changes

Stay in the know

The AdvancedMD cloud practice management software solution gives your practice the latest updates to the medical codes and rules that are essential for effective coding and billing, including ICD-10. Reduce claim rejections due to inaccurate or incomplete coding. Best of all, you never need to worry about upgrades or extra fees – all updates are automatic and free through our cloud platform – so you can focus on patient care rather than the next government mandate.



## #4 Frequent & smooth software updates

Get up to date without the headache

A cloud system reduces the number of unknowns, as it is the unknowns about a specific system configuration that can cause problems during an upgrade. In a cloud environment, everything is under the control of the provider's development team – the software is developed and tested against a system that matches the production system. The provider of a cloud software system owns all the pieces – software, hardware, and network related. Nothing is left to chance.

**“The cloud provider ensures nothing is left to chance.”**

## #5 Simpler platform, shared enhancements

Don't go it alone

Because cloud software doesn't have to support a variety of client-server equipment at customer sites, as is the case with onsite software, it is able to move through the development and testing process much faster. When cloud software updates go live, they happen once and all users benefit from the enhancements simultaneously.

## #6 Software backup security

Better protect your data for less

Leading cloud software backs up and stores data in enterprise-class operation centers, automatically. The backup processes and security procedures offer significantly higher HIPAA regulatory security compliance than what most practices can achieve with client-server software.

Don't leave your practice to chance in the event of a natural disaster or unexpected downtime. The cloud allows you to access patient data to get things up and running as soon as possible.

## #7 Cost reduction

Ditch the status quo for a better bottom line

Elimination of clunky software interfaces, cumbersome workarounds, and slow manual tasks allows practices to implement smooth-flowing best practices into workflow, dramatically reducing overall costs and providing better medical staff utilization. These cost savings are frequently overlooked or underplayed in ROI and cost/benefit analyses, and represent sustainable, long-term benefits of subscription priced online medical software.



## > Conclusion

EHR and practice management software is a critical component in improving financial performance. In the past the only option practices had for medical office software was to purchase it and maintain it as an in-house technology. While software ownership fees may seem low, they don't reflect the full cost of using in-house EHR software.

Moving your practice to the cloud will liberate you from the burdensome hidden costs of client-server software ownership while improving the way you practice medicine. The powerful AdvancedMD all-in-one software suite replaces 5+ systems and harnesses the power of cloud technology to create a modern, private practice with improved financial performance. Learn how AdvancedMD will can maximize your financial health by delivering the freedom and flexibility of life on on the cloud.

**“Harness the power of cloud technology to create a modern, private practice with improved financial performance.”**



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