

HOW A PODIATRY PRACTICE SCALED THEIR OPERATIONS WITH INTEGRATED FAXING

AT A GLANCE

- Customer since 2020
- 4000 active patients
- Located in Paris, Texas, serving Northeast Texas and Oklahoma
- Practice Type: Podiatry, sole practitioner



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Hope Hughes

Medical Billing Manager

MEET DR. LENERTZ

Dr. Micheal Lenertz, DPM, PA has a private practice in Paris, Texas. As one of the few podiatrists in the state's northeast, he serves a geographic area that includes patients from Oklahoma to the west and as far south as Dallas. "We have 4000 active patients," explains Hope Hughes, the practice's Medical Billing Manager, Quality Officer, and MIPS Specialist. "People drive in for treatment from up to three hours away."

A LACK OF INTEGRATED COMMUNICATIONS

After shifting to a new EMR in 2020, Dr. Lenertz's five-person team was struggling. "If we got a fax it would come through in TIFF format which we had to convert to PDF to read," says Hughes. "To get it into the system we manually download it, switch it, then re-upload and label it."

Time-consuming workarounds

Outgoing faxes required similar workarounds. "To send something, you had to print it and fax it manually then shred the hardcopy," Hughes says. "We couldn't fax from within the EMR."

With over 2000 diabetic patients seeking regular foot and wound care, and recurrent Medicare billing every 62 days, the practice needed an immediate solution to the bottleneck. "We average around 29 referrals a day and send and receive a lot of paperwork, orders, and lab requests," says Hughes. "Someone needed to be there full time just to convert everything. It was ridiculous."

MEDSENDER - THE RIGHT SOLUTION, FAST

Turning to Google, Hughes found Medsender, the easily integrated, 100% HIPAA-compliant faxing, email, and forms solution. "I reached out and the Medsender team got back to me quickly. We set up a trial, and we instantly knew it was what we needed. I think it took us half a day to decide," says Hughes.

Saving time and money

The change was immediate. "Time saved is one of the biggest benefits of implementing Medsender. Now we just do our work — we don't have to deal with workarounds," Hughes explains. "Every fax that comes through Medsender is already a PDF. We just upload them to the EMR using Medsender's intelligent labels and we're good to go. It saves us hours every day — we don't need another full or part-time team member just to cope."

Reducing resource consumption

After removing unnecessary printing and paper from its workflow, the practice also consumes far fewer resources. Even discounting printer consumables, "Before Medsender we used two boxes of paper per month. That's 10,000 sheets," says Hughes. "Now we just keep our forms in the cloud. If we need a form sent somewhere, I just fill them out and send them on. It is that easy."

Improving the patient experience

Medsender is also helping the practice provide more timely patient service. "When we get a fax request for information or a signature they need right away, we can respond in minutes," says Hughes. "That means less time that patients have to sit around and wait. We can do things in real-time while they are in the office and not worry about getting back to them later."

THE PERFECT FIT

Medsender fits seamlessly into the practice's day-to-day operations. "Everyone loves it, from our receptionist to the clinical assistant who places surgery orders," says Hughes. "It also allows me to work primarily from home. I don't really need to go to the office."

"We use a lot of third-party software to fill the gaps in our current EMR, and Medsender is my favorite," concludes Hughes, "We plan to change the EMR as soon as possible, but we are keeping Medsender."



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