



# OmniMD Introduces Integrating Medical Billing with Electronic Medical Records (EMR)

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*A medical billing service is a doctor's key to getting paid. Although the medical profession is adopting various systems to streamline workflow, most doctors are still finding it difficult to get paid fairly and quickly.*

PR9.NET February 13, 2008 - Tarrytown, NY - Doctors work in a competitive and changing environment. Consumers are more demanding, regulations are more stringent, costs are rising and government reimbursement is constrained. On the other hand, increased use of IT tools has revolutionized the profession by enabling efficiency in the practice workflow. There remains the problem, however, of gaps between the medical practice, its back-end systems and the physicians.

The primary concerns for a medical practice are:

- Documentation
- Revenue
- Increasing Overheads

A medical billing service is a doctor's key to getting paid. Although the medical profession is adopting various systems to streamline workflow, most doctors are still finding it difficult to get paid fairly and quickly.

In addition, insurance companies regularly change their medical review policies with respect to claim payments. Rejected claims due to non-compliance or submission errors result in a decrease in reimbursement and, hence, revenue.

It is essential that the practice be well organized and control its practice management processes efficiently to ensure profitability. It is important for the practice to recognize and address the various bottlenecks present in its workflow and information management. The need is to streamline workflow and documentation, improving communication and reducing wasted time and resources associated with patient visits.

## Integrating Medical Billing with EMR

With the increasing acceptance of EMR by physicians, it is essential that they adopt a system that automates the entire billing process – starting from point-of-care through reimbursement by the payer. Information technology has provided the tools required to efficiently manage a practice.

To date, there is a tendency to have multiple systems carry out the different operations of a practice – EMR for clinical documentation, practice management for billing and financial administration, document management for patient reports, appointment scheduler for appointments and so on.

Therefore, integration of such islands of data is essential to get the maximum benefit of technology. This will ultimately increase the efficiency of the billing process, leading to an increase in cash flow by creating an end-to-end solution that ties together the entire physician office from scheduling to treatment and finally, to billing.

All these advantages lead to an increase in revenue generation in much less time compared to any other conventional method used for medical billing. Integrating billing with EMR reduces the large amount of associated paperwork, the problem of collecting from non-paying patients and the overall collection costs. Streamlining practice workflow in this way will enhance productivity, efficiency and quality of care.

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## About omnimd

OmniMD is a developer of HIPAA compliant Internet-based enterprise clinical solutions, designed to fully automate the work-flow of contemporary healthcare organizations. The company is a division of Integrated Systems Management, Inc. (ISM), a leader in Internet consulting and e-business development since 1989. We have successfully positioned ourselves as a significant force in the health information technology field, rapidly securing a base of clients that has continued to grow exponentially since the division's formation half a decade ago.

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