

THE PCC EXPERIENCE

# The Business of Pediatrics



We understand the importance of your pediatric practice as a thriving business in your community. Your success defines the PCC experience, and we support you every step of the way. **Because at PCC, we are experts in the business of pediatrics.**

## We make the transition easy on you.

**PCC as your True Strategic Partner.** Right from the start, you'll see that PCC is so much more than a pediatric IT vendor. We are your true partner, and we work hard to make your transition easy. With free data conversion, a closely managed go-live process, and unlimited support, we ensure that you're off to a great start.

**The focus is on you.** During your switch to PCC, our professionals have your back and won't let you fail. Your dedicated New Client Implementation Specialist and PCC support team is available 24/7 to answer your questions and handle your unique circumstances. From networking help to operational workflow improvements, our job is to safeguard your data and help you reach new levels of success.

## You get the vendor support you deserve.

**Continual learning and staying connected.** We provide a powerful collection of free educational resources that cover everything from timely clinical issues to advances in technology. Our ongoing trainings, monthly webinars, online knowledgebase, protocols library and PCMH resources are just some of our offerings that are covered by your monthly fee. You'll also have access to our national community of PCC pediatricians, successful and engaging physicians who bring innovative thinking to our online forum and our free annual PCC User's Conference.

**Support when you need it.** This wealth of supportive resources at your fingertips is designed to help you master the business of pediatrics. Our investment in this level of support is precisely why we continue to lead the specialty vendor lists year after year. It's what sets us apart and keeps our clients so loyal to PCC — 99% loyal, in fact!

## We make sure you get paid for your work.

**Maximizing payments and collections.** At PCC, we work to ensure that you get paid what you deserve. We help you maximize payments and build personal collection processes using our free PCC tools.

**Supporting your clinical home.** We offer practice management consulting and ongoing training on a range of healthcare initiatives, to support you in offering the highest quality care to your patients while you grow in revenue.

## We help you manage your business — and keep your competitive edge.

**HR & staffing.** As experts in the business of pediatrics, PCC consultants offer more than IT advice — they work with you from inception to retirement to help you make decisions regarding staff planning that are best for your practice.

**Analytics.** Our practice and benchmark insights give you a leg up on the competition in your area. You'll know exactly where you are, and where you need to be, to compete successfully as an independent practice.

## Technical assurance means business confidence.

**We get IT so you don't have to.** Our proactive and ongoing IT services allow you to stop worrying about the side of your business that can feel most daunting — technology. With unparalleled guidance and the right tools, we provide the technical solutions that pediatricians need.

**Business continuity.** When you're with PCC, you'll have the confidence to stay focused on caring for your patients and running a successful practice. We provide the stability to keep your business running smoothly, long into the future.



# The Business of Pediatrics

## Our award winning support

As pediatric practice management and IT experts, we outperform our competitors, year after year, with outstanding personal service and technical support. The quality of our transition implementation, training, and support is unparalleled in the industry, and this first-rate service is always available at no extra cost to you.

### PCC SUPPORT BY THE NUMBERS

**93%** 

of PCC clients say that we typically respond to support requests the **same day or next day**.

**53%** 

of PCC's support tickets in 2017 were successfully resolved and closed in **less than 24 hours**.

**85%** 

of PCC clients say they agree or strongly agree that PCC is **responsive** when they email or call for help.

**89%** 

of PCC clients say they agree or strongly agree that PCC is **supporting their practice well**.

“The on-going support from PCC is stellar; I would be hard-pressed to find any company that has better customer support for an EHR system than PCC. Actually, we don't feel we bought just the system. We bought the whole PCC process. This means that any time anything new happens in the pediatric world, we hear from them. I can also get valuable data from the Practice Vitals Dashboard. This tool allows me to compare our data to national and regional pediatric benchmarks, and it also helps me understand the connection between our clinical metrics financial growth.”

– Sue Aprea, Office Manager  
Hamden Pediatrics, CT



### THE BOTTOM LINE

## PCC improves the lives of pediatricians

Everything we do at PCC is focused on improving the professional lives of pediatricians. We know the value that independent pediatricians have in their communities, and our mission is to make it possible for you to maintain that independence so you can go on caring for the people who count on you.

We know you provide more than healthcare. You provide continuity, a familiar face, and often, you are a touchstone for generations of the same family. Independent pediatricians foster personal, longstanding connections with their patients — the same kind of relationship that PCC strives to create with you.

When your practice is running more smoothly and successfully, you can finally enjoy peace of mind and a higher quality of life. That's the PCC experience.

**Want to learn more?** Contact us for more information.  
We look forward to hearing from you!



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WHAT'S INCLUDED

# Features



**With PCC, you have the tools you need to run a smarter practice.** When you have the right clinical and administrative solution at your fingertips, along with the award-winning support of PCC, you can focus on what's most important — providing excellent patient care.

**Complete data conversion** at no charge when you get started with PCC, for a worry-free go-live process

**Unlimited software licenses** for all PCC software

**New releases of software** at regular intervals

**Direct clearinghouse connections** to process your claims and check patient eligibility

**Interfaces to PCC vendor partners**

**Ownership of all your data** and direct access to it anytime

**Unlimited support and training** for you and your staff, plus:

- Round-the-clock emergency support always available, 24 hours a day, 7 days a week, 365 days a year
- Technical support for hardware, network, firewall and workstations
- Personalized, remote training for installation and go-live
- One-on-one telephone training with experienced PCC support staff, for help with particular features and tools
- Online training for your entire staff, offered regularly to brush up on skills and learn about new releases

**Patient portal** for secure access to health information, payment posting, and messaging for your families

**pocketPCC** mobile-friendly app gives you easy, secure access to your schedule and charts at all times

**Direct Secure Messaging** technology to exchange private medical information with other practices

**PCC Annual Users' Conference** available to all your staff members, with no registration or attendance fees

**Analytics** with unique pediatric benchmarking to help you analyze your financial and clinical health in such measures as well visit rates, vaccination rates, revenue per visit, pricing and more

**Vaccine inventory management** allows constant monitoring and tracking of your vaccine inventory as well as manufacturer recalls

**Vaccine forecasting** that warns you which vaccines your patient has not yet received, as well as any dosage warnings

**e-Prescribing** for controlled substances

**Barcode scanning**

**Connection to your State Immunization Registry**

**Down Syndrome Growth Charts & Fenton Preterm Growth Charts**

**Custom reports** built for you at no cost, plus hundreds of standard reports

**Regular hardware upgrades** every four years to keep you running smoothly, plus:

- Remote connection setup and configuration
- Internet and network configuration and installation
- Quarterly network and internet security audits
- Troubleshooting of approved hardware
- Help installing approved hardware
- Liaison with techs for approved hardware vendors
- Cloud or server, battery backup, multi-port switches, wireless access points, firewall, NAS drive

Using PCC's vaccine tools, our top performing clients immunize **91%** of their eligible patient population



## What it means to your practice to be part of PCC:

**Improved documentation** of symptoms and treatment efficacy across families

**Cleaner claims, faster payments, and patient insurance**

**Increased payments** through participation in pay-for-performance programs

**Increased patient safety** through pediatric prescription dosage calculators and drug interaction checking and alerts

**Better vaccine inventory control** for clinical and financial peace of mind

**Increased network security**, as PCC owns it all

**Improved personal collections** through enhanced portal functionality

Ability to **track and analyze trends** across your patient population

**Real-time reporting** to understand your practice performance

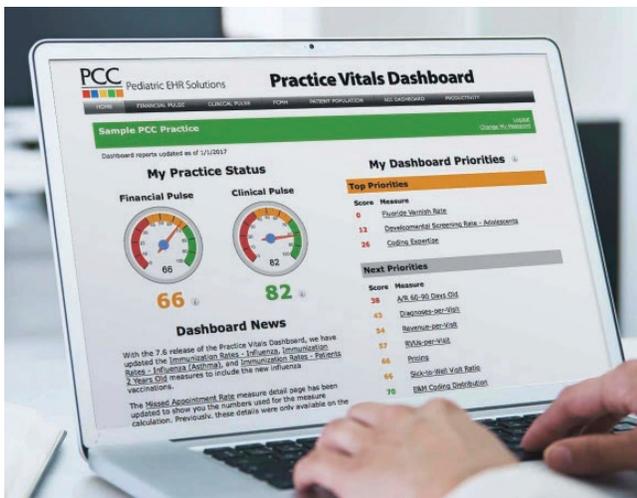
Ability to **ease your workflow** and **meet state requirements**

Ability to **stay close to your patients and families** with patient portal functionality

A smooth transition with **reliable 24/7 support** and **remote live training during implementation**

Valuable Pediatric Dashboard to **measure clinical and financial practice success**

**Ongoing office-wide support** for your every workflow need



“Since moving to PCC, I’ve been able to utilize their software to greatly improve my bottom line. And I’d switched from a vendor whose monthly cost was six times lower. It’s all about value.”

– Robin Warner, MD



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TRANSITION

# Making the Switch to PCC



It's tough to make the decision to switch to a new EHR partner. However, the potential for disruption and downtime doesn't need to hold you back when switching to us. **At PCC, we shorten the learning curve and adapt to your workflow, to make the change easy.**

Your patients are worth the switch, and it's easier than you think.

### TOUGH DECISIONS

**Is your staff resistant to change?** That's normal. We all tend to gravitate to what's familiar, and resist the unknown. What's more, adopting a new EHR is a task that threatens to take valuable time away from running your practice. That said, pediatric practices that switched to PCC frequently tell us that this first step — deciding to make the change — was the best move they ever made, and it was far less disruptive than they had feared.

*"We chose PCC because their service is phenomenal. We looked at two pediatric systems and we decided that PCC worked better for us, more user friendly, better service, by all reports. Our experience with PCC is very positive; we have constant interaction with them."*

– Richard H. Feuille, Jr., M.D. – Glendale Pediatrics, CA

### WORK-LIFE BALANCE

**Your family matters, too.** As an independent pediatrician, you have numerous demands on your time, and your business requires much of you. Having the right tools to do your job well, and do it in the most efficient way possible, allows you more time to truly enjoy your life outside the office.

**Avoid provider burnout.** Running an independent practice can take its toll, so we're dedicated to making your hard work easier and more gratifying. PCC helps you practice better medicine and run a better business while you remain independent and enjoy coming to work every day. Pediatricians report feeling rewarded and energized when they work with PCC, and you can, too.

## WHAT ARE THE STEPS IN THE TRANSITION TO PCC?





## IMPLEMENTATION SUCCESS

**We'll be your go-live guide.** When you choose PCC, we commit fully to your transition success. Our experts perform a complete data conversion and system installation to ensure a smooth start, while a dedicated PCC New Client Implementation Specialist supports you throughout your live remote training, documentation, web labs, and implementation.

**We customize your transition experience.** We don't force you into a one-size-fits-all process for going live. We personalize your training and implementation to fit to your needs, at a pace that's right for you. Then, when you transition to support, you'll have a dedicated Client Advocate as your proactive partner.

## FINANCIAL STABILITY

**Clinical excellence meets financial well-being.** With PCC as a partner dedicated to their success, our practices are overwhelmingly successful, both clinically and financially. They report higher satisfaction and overall stability in their practices.

**We help you grow.** If you've got plans to expand your practice, we've got plans to support you. PCC is a true partner you can count on for personalized, expert advice and deep experience in helping independent practices grow and succeed. When you're with PCC, you're in control of your future.

## DATA CONVERSION

### Don't let your data be an obstacle to switching.

There's no need to worry about your data when switching to PCC. Data conversion is a secure, multi-step process, and our distinct data conversion knowledge makes the process go smoothly.

Start by asking your current vendor if they have a termination fee, if they charge for data conversion, how long it takes to export, and what format it will be in. We'll work closely with you to ensure a smooth conversion, and make sure that the data exported to PCC is accurate and complete.

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## CASE STUDY

ONE FAMILY PEDIATRICS  
CUMMING, GA

### Enjoying a smooth start and a smarter practice



Dr. Hiral Lavania

Before Dr. Lavania started One Family Pediatrics in Georgia, she had worked with another EHR vendor that had become problematic. There were hidden fees, software crashes, and support that didn't fit the bill. In 2016, she chose PCC for her new practice, and was delighted at how easy it was to get underway. Her PCC Implementation Specialist prepared her staff well in the months leading up to Go Live, and even traveled to her practice on opening day to oversee it. Says Dr. Lavania:

“There is no fear involved because you familiarize yourself with everything. There are videos online, and there are people available to teach you.

PCC even came back a few months later to help us refine. We went live in March and they came back in August to fine tune where we might have been slowing down. Who does that?!! They helped with stuff we weren't familiar with, as some of the front office things were still new. PCC helped us speed up our processes — things like verifying insurance or checking demographics. They took the time to train us on non-EHR things and showed us what to do to get through certain processes. They went above and beyond every time. There was a learning curve, especially on the front end. But they got us to a place of feeling comfortable with it before they left.”

A couple years after going live, we asked Dr. Lavania to assess whether the implementation process was worth it. Her takeaway was a resounding “yes”. Making the decision to go with a brand new vendor, rather than stay with the software she and her staff were used to, proved to be a great decision. PCC helped her create a smarter practice, improve her workflow, and boost her revenue.

**A note on training procedures:** To better serve our clients as they begin their Go-Live process with PCC, and due to the desire to limit additional persons in close proximity to one another in client offices, we now offer remote training and implementation for PCC EHR clients — with the same quality and personalized experience.

WHAT SETS US APART

# The PCC Experience



At PCC, we regularly ask ourselves how we can improve the everyday lives of independent pediatricians. This company-wide mindset leads to increased happiness and satisfaction for our clients — something we call *The PCC Experience*.

## What is The PCC Experience?

**It's about your quality of life.** The PCC Experience is a level of contentment that's reached when all parts of a pediatric practice work smoothly and productively. The focus is on easing your burdens and helping you enjoy your work, so that you can have a life that's more gratifying, more balanced, and more financially successful.

**It's about your unique practice needs.** There is no one-size-fits-all approach at PCC. Each one of our practices is given the personalized attention and specific support they need to succeed. From custom setup during implementation, to trainings tailored to each staff member, to ongoing personal support from our Rapid Response Team and Client Advocates, we focus on our clients' individual needs, no matter the situation.

Our customizable chart notes and user interface, as well as free custom reports, adjust to your workflow and meet your exact needs, because tailored solutions are the ones that truly succeed.

**It's about being connected.** Access to data is a critical component of a successful practice. At PCC, we recognize interoperability as a key healthcare requirement with our dedicated Interoperability Team and a future-focused connectivity roadmap.

**It's about getting paid for your work.** To truly enjoy the PCC Experience, you need to make money for your practice. Our focus is on your financial success, with a wealth of pediatric-specific tools, insights, and automation to boost your financial workflow. Our software, combined with the support of our pediatric billing experts, are here to help you grow and thrive.

## SATISFACTION BY THE NUMBERS

*Statistical averages for PCC pediatric practices, 2017-18*



**\$140**

Average revenue per visit



**100%**

of PCC clients say we keep our promises



**99%**

Clean claim rate



**4%**

Average missed appointments



**26 days**

Average time in A/R



# The PCC Experience

## Our unwavering focus:

### HELPING YOU PRACTICE YOUR WAY

**When your workflow is smooth and efficient, you can focus on what you care about most: your patients.** PCC's EHR helps you streamline the clinical side of your practice with tools that offer customized charting, advanced e-Prescribing, better patient engagement, and pediatric information at your fingertips. Its smart design allows you to move efficiently, giving you more quality time with patients — and less time clicking.

### HELPING YOU RUN A BETTER BUSINESS

**The PCC Experience is about being in control of your future by allowing you to easily maintain a strong, stable business.** Intuitive practice analytics tools give you continuous insight at a glance, while pediatrics-only billing and practice management reports make it easy to manage your entire practice.

Because speed of payment matters, our solution verifies insurance eligibility smoothly, processes claims quickly, streamlines payments, and navigates complex family billing — decreasing your days in A/R and improving your revenue cycle.

Our Pediatric Solutions Team supports your ongoing practice success with chart audits, insurance negotiations, and billing process improvements.

### GIVING YOU BACK YOUR LIFE

**PCC pediatricians report that they enjoy their work and look forward to coming in each day.** They're energized by the efficiency of our tools, the joy of their interactions with us, and the relationships they build within the PCC community. Even more importantly, they spend less time in the office and more time with friends and family. Gone are the days of staying late to finish charting or dealing with frustrating software issues. They go home on time and enjoy their lives while running a successful business.

**Want to learn more?** Contact us for more information. We look forward to hearing from you!



### WHAT OUR CLIENTS SAY

**Tanya Altmann, MD**  
**Calabasas Pediatrics, California**

“When I first talked to PCC, I just really loved that it's like a family. They have amazing support staff, and they were just so knowledgeable and helpful, and I found it very easy to use.

Healthcare is changing so much, and some doctors are losing out on their independence. They're rushing to see all their patients and they really don't have as much time to think and figure stuff out. With PCC, I can slow down and really think about each patient individually, because my patients aren't protocols — they're all individuals.

I think when you're looking to choose a pediatric EHR, having one that focuses on pediatrics is important. Pediatrics is different. We do things very uniquely, and so I feel that having a pediatric-specific EHR has really helped me start my practice, develop my practice, and grow my practice to take care of kids.

I love being part of the PCC family. It's been so helpful, and really makes coming to work every day and seeing my patients a lot more fun.”



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