

# Discover the **op** Pediatric Difference

Attract. Care. Connect.



**We do what other EHRs can't - support the *entire* patient journey.**

PEDIATRIC EHR ■ PRACTICE MANAGEMENT ■ REVENUE CYCLE MANAGEMENT  
ONLINE REPUTATION MANAGEMENT ■ WEBSITE ■ SEO  
MEDICAL CONTENT ■ 24/7 ANSWERING SERVICE ■ TELEHEALTH

# Are you running your practice or is your practice running you (down)?

You did all the work to get to where you are today - you went to medical school and built your own independent pediatric practice! You've made investments, both with your time and money, to dedicate your life to helping kids. It's time you got something in return.

*But, do you feel like your practice is running you - and at the end of the day you're still up against the long hours, note bloat, staffing challenges, attracting new patients, and other clinical, operational and financial challenges?*

We have solutions that are purpose-built and give you **FREEDOM, GROWTH, RESULTS**, and a community that's committed to seeing you **THRIVE**.

## It's 100% pediatric-focused

Every clinical, operational, and financial feature in our platform was built for pediatric practice needs. We're so committed to pediatric practices that we are the first and only pediatric EHR to receive the Drummond Pediatric Health IT Certification.

## It's not just an EHR

Did you know you will lose about 5% of your patients each year to aging out and relocating? OP provides a range of patient engagement and practice marketing solutions so you can grow and thrive in your practice beyond care delivery.

## It connects you with the pediatric community

Connect with other independent pediatric practices for daily support. Share ideas and resources, learn how others are handling challenges, and most importantly, never feel alone on *your* journey!

## It supports you at every step of the patient journey

OP supports you from the moment a parent starts looking for a pediatrician, from check in to check out, and after the patient visit with tools that help you support your patients - even while you're sleeping!

# BEFORE THE OFFICE VISIT



The patient journey begins at home, when families are searching for a practice they can feel good about. To build and continue to replenish patients in your practice, they need to find you! Once they do, you need to demonstrate you're the safe and trusted choice over competing practices in your area.

OP has you covered with solutions that will help you attract and keep your patients - without the headache of managing a cobbled-together (and ineffective) marketing effort!



## Website + SEO

A purpose-built website with expertly executed SEO, symptom checkers, pediatric medical content and more!



## Online Reputation Management

Demonstrate your value with more 4 and 5-star Google ratings. Automated for quick impact!



## Online Patient Education

Provide medical content on your website, including 900+ pediatric-specific articles, a symptom checker and OTC medication dosing. In English and Spanish!

# DURING THE OFFICE VISIT



With OP, you get a full array of clinical and practice management capabilities that are designed to make your life easier. Capture the patient information you need faster, make data-informed decisions, and delight your patients every step of the way.

- Reduce the manual and repeated entry of patient history for patients who share the same genetic parents
- Support complex family structures by linking patients according to their 'social' and 'financial' families
- Automatically calculate BMI and weight-based medication dosing according to the patient's most recent weight
- Use a full range of growth charts that incorporate WHO/CDC, Harriet Lane, and AAP guidelines and include specialty growth curve plotting adjusted for Down Syndrome and preemies
- Access 30+ pediatric-specific surveys, assessments and questionnaires, including M-CHAT, Vanderbilt, and CHADIS
- Save time with 200+ pre-loaded and fully customizable pediatric templates for well, sick, telehealth, and behavioral health appointments
- Identify and analyze patients at risk for behavioral health concerns
- Use preloaded pediatric care plans with item-specific recall capabilities
- Get up-to-date ACIP immunization forecasting + recall capabilities to keep your kids on schedule
- Benefit from on-screen alerts for overdue vaccinations
- Protect patient privacy in compliance with the 21st Century Cures Act
- Quickly run patient recall lists and automatically contact patients to schedule appointments
- Easily manage vaccine inventory
- Integrate with bi-directional immunization registries to reduce manual record updates
- Complete school, camp, and athletic participation forms by auto-populating patient data with one click, then deliver them to the patient portal
- Flag claim denials before they go out the door, giving you a chance to fix them

# ANYTIME: 24/7 CARE AND SUPPORT



Life is full of surprises! Whether it's flu season and busy parents want to see you as soon as possible, or you have new parents who are unsure when their child may be sick, your patients still need you - and at times that aren't always convenient. Plus, you and your staff can't man the phones 24/7. We have the tools you need to keep your practice running smoothly even when you're not available.



## 24/7 Answering Service

We can manage calls anytime with pediatric customization that you won't find anywhere else. Lunch breaks? Busy office times? We've got you!



## Patient Portal

Make it easy for patients to communicate with your practice, send requests, and fill out surveys - more time for patient care, less admin time!



## Telehealth

Multiple callers can join from anywhere and aftercare instructions can be sent via text or email. Complete with built-in scheduling and payment processing. No outside app required!



## Mobile App

Convenience on the go! Our HIPAA-compliant mobile app mirrors your website, maintains privacy, and is easily accessed from a mobile device. It doesn't get much easier than that.

# BEHIND THE SCENES

Once a patient joins your practice, every stage of their journey contributes to your financial success. OP's ability to handle the unique and sometimes complex nuances of pediatric billing means that your revenue stream will flow so your practice can grow.



## Instant Insurance Validation

No more logging into dozens of payer websites to confirm coverage. Validate insurance with the click of a button.



## Easy Claim Creation and Submission

Our billing tools make sure your claims go out right the first time, get to where they need to be in the way that's required by the payer, and get paid without delay.



## Combined Family Statements

Transfer patient credits between siblings and generate family statements that are clear and concise.



## Advanced Financial Insights

From basic billing reports so you can stay on top of A/R to more advanced reports to aid in business decision-making, the sky's the limit!



## Revenue Cycle Management Services

Short on staff, time, or billing expertise? We know the nuances of state-specific payer rules, vaccine billing and how to optimize reimbursements!

# REVENUE CYCLE MANAGEMENT

## Pediatric billing made easy

OP understands the billing challenges pediatric practices face – like a complex revenue cycle that includes vaccine administration coding, telehealth visits, and combined well and sick charges during the same visit. Our RCM specialists manage the dynamic rules of insurance requirements so you can focus on your patients, not your payers. By partnering with OP RCM, you'll have access to a team of experts whose proven processes can help you collect more of what you've earned.

**OP RCM is not one-size-fits-all. There are so many ways to partner with us!**



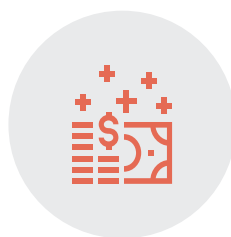
Full RCM Services



Short-term RCM



Coding Review



Outstanding A/R Recovery



Credentialing & Enrollments

### When you partner with OP RCM, you get:

- ✓ Faster claims processing with less work
- ✓ Reduced costs + simplified billing operations
- ✓ Free access to our interactive Practice Analytics tool
- ✓ Peace of mind knowing we'll handle your billing with the same care + attention to detail that you would

“After partnering with OP RCM, my practice collections increased significantly. The RCM team is extremely knowledgeable and responsive and provides exceptional support. We highly recommend them.”  
- Keysville Pediatrics, Keysville, VA



**The health of your patients is always your top priority. Let the financial health of your practice be ours.**

Scan the QR code to read the Client Success Story of a pediatric practice just like yours who trusted its revenue cycle with OP RCM.



## **OP doesn't just provide a comprehensive set of features to support the entire patient journey. OP also offers:**

- ✓ Pediatric practice experts for comprehensive and supported implementation and training
- ✓ Ongoing support and client success services
- ✓ Free regularly scheduled training webinars
- ✓ Access to private, OP-exclusive online forums dedicated to pediatricians and practice managers that educate and allow community members to share ideas and resources, ask product-specific questions, and learn how other practices are handling broader pediatric issues
- ✓ An annual user conference where you can network with your peers, learn how to utilize your technology fully to optimize your investment, meet OP staff, and build long-lasting relationships with a team committed to helping you succeed



**Think your current solutions meet your pediatric practice's needs?  
Think again.**