



## Highlights

### Client

Genesis Internal Medicine,  
Geneseo, New York

### Organization

- Solo provider
- 1-10 staff
- 2,000 patients visits/month

### Issues

- Operational Difficulties
- New Practice

### Solutions

- Electronic Health Records
- Practice Management

### Results

- Efficient workflow
- Simple to Use
- ePrescribing
- Lab Ordering Functionality

## Concerns

A small practice made up of just four employees—Dr. Sheikh, his secretary, an office manager and a nurse—Genesis Internal Medicine has approximately 2,000 patients total. As with any new business, there were many decisions to weigh concerning how things would operate daily, but Dr. Sheikh was absolutely certain of one thing: he wanted the practice to run on an electronic medical record system (EMR) from day one.

## Decision

“When I did my residency, all I worked with were EMRs; I had never worked with outpatient charts before,” he explains. “As I finished my residency, when I was looking at primary care practices, everyone had charts at that time, and I knew I didn’t want to do that—I wanted the efficiency I knew an EMR could provide. When I decided to open my own practice, I said, ‘We’re not going to have any charts, because we want everything to be electronic.’”

A few months before Genesis Internal Medicine was slated to open, Dr. Sheikh began shopping around for an EMR system that was Web-based, easy to use and had ePrescribing and lab ordering functionality. After evaluating three other systems, he selected CureMD, as it was the best and most cost effective fit for his soon-to-be practice.

## Training

Dr. Sheikh knew he had to get the system up and running before he could open his doors, so implementation began in December 2008. Even though the process took place during the busy holiday season, Dr. Sheikh says CureMD’s customer service was impressive, and everything went smoothly and according to plan. The system was fully set up within just a few weeks, and Genesis Internal Medicine was ready for business by mid-January.

## Implementation

Staff was trained on the system via hour-long GoToMeeting sessions, which taught them how to use all features of the system, regardless of whether these features were necessary for their position. “Everyone was accustomed to the system by the time we started,” Dr. Sheikh says. “I made sure that everyone knew how to use even those areas they don’t use daily so everyone was on the same page.”

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A computer has become almost like a medical tool, like a stethoscope. Previously, physicians would walk in with a chart to write down everything, but that's no longer the case. Now, when you walk in with a stethoscope to examine a patient, you also walk in with a laptop or a tablet to input the information into the system.

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**Dr. Ahsen Sheikh**  
Genesis Internal Medicine

Despite being a new practice, Genesis Internal Medicine did have patients to see on opening day. “We advertised in local newspapers, and the hospital I was affiliated with began advertising for us around two months before we opened,” Dr. Sheikh explains.

### **Savings**

CureMD's ability to store patient data that can be easily accessed anywhere, anytime is more than just convenient—it also saves the practice approximately \$10,000 per year, as office space can be used to see more patients and no additional space is required to house files. “The area of the office that I would have used to store charts is now an additional exam room,” Dr. Sheikh explains.

### **Efficiency in workflows**

Dr. Sheikh is just one of many physicians to experience the benefits of implementing an EMR solution like CureMD. He believes systems like these are changing the way doctors use technology on a daily basis by adding a new tool to their arsenal. “A computer has become almost like a medical tool, like a stethoscope,” he explains. “Previously, physicians would walk in with a chart to write down everything, but that's no longer the case. Now, when you walk in with a stethoscope to examine a patient, you also walk in with a laptop or a tablet to input the information into the system.”

For Dr. Sheikh, the most beneficial part of this technology is that it helps him focus on what matters most to him. “Patient care is the most important thing to me,” he explains. “CureMD allows me to have all of my patients' information at my fingertips so I can provide them with the best possible care I can.”

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