

A female therapist with long dark hair, wearing a white polo shirt and dark leggings, is assisting a young girl with long brown hair. The girl is wearing a pink sweater and black and white checkered pants. They are in a physical therapy gym with various equipment like treadmills and exercise bikes in the background. The therapist is leaning over, holding the girl's hand, and they appear to be working on a balance or coordination exercise. The scene is brightly lit with large windows in the background.

**Therapy**  
Brands

# Ready for growth: How Fusion helped Alta Pediatrics thrive

A THERAPY BRANDS CASE STUDY

# Who is Alta Pediatrics?



Amidst the pandemic, Kim Hurley, an occupational therapist in New Jersey, found herself furloughed from her corporate job. While she believed in making a difference in the lives of clients, she was done with corporate practices. In 2020, she founded Alta Pediatrics, a private practice that provided occupational therapy services from her home. Her dedication and expertise quickly gained recognition, leading to an impressive surge in demand. To keep up with the growing needs of Alta Pediatrics, her husband Ryan, a product manager, joined forces with her to handle business management and marketing. Ryan and Kim have even bigger plans for the future, with hopes to provide behavioral and mental health services in the near future.

Alta Pediatrics has been on an upward trajectory, expanding beyond their first location in Scotch Plains and opening up a second location in New Jersey. They've also recently added speech and feeding therapy services and continue to thrive. However, as the business grew, Kim realized that the software she was using as a solo provider was no longer sufficient. After researching different options, she chose Fusion for its exceptional value.

# What Were Their Challenges?

As Alta Pediatrics flourished, Kim identified performance issues with her EMR that were taking a toll on her business. She needed more advanced tools to maintain her high standards of care. They wanted a cost-effective solution that would allow them to do all the critical things that they need to be able to do.



## Cash Flow Issues

Kim realized she had over \$10,000 in outstanding payments! She needed a better billing tool to process payments and bill insurance to ensure a steady cash flow.



## Performance Hiccups

Hello Note's performance issues were frustrating, taking a toll on Kim's business. It could not support the influx of clients.



## Training and Onboarding

Given Kim's limited time to train new therapists, an intuitive EMR was crucial. She wanted to expand without needing extensive training sessions.



## Aligning Documentation

Kim's holistic approach to therapy requires detailed documentation, but she also needed to save time as she added more clients and picked up additional admin duties.



## Limited Budget

As Kim and Ryan expanded their business and saw more clients, they had to increase spending on advertising, location, and administrative costs.



## Scalability and Growth

Alta Pediatrics required an EMR that caters to multiple specialties and service types across two locations. Their original system was simply not allowing them to scale up.

# Why Alta Pediatrics Chose Fusion

Kim and Ryan delved into the world of physical, occupational, and speech therapy software, scouring Facebook pages to uncover valuable insights from other practices. After sampling various options, including WebPT, they discovered that Fusion offered the highest cost-for-value ratio on the market.

## Customer Service

We prioritize being available to support our customers. Our customer service team comprises real people, not robotic chatbots, so you won't be caught in an endless loop.

## Consistent Billing

Fusion allows users to process credit card payments quickly and easily. Clients can pay through their client portal or with a click-to-pay invoice. And you can save credit card information for faster recurring payments.

## Efficient Workflow

Users can personalize their task list and prioritize their day with reminders to stay focused. This tool can be of great assistance to inexperienced staff members, allowing them to cultivate best practices from the get-go.

## Smart Documentation

The prompts and goal-builders have been game-changing for the team; they're guided toward the most efficient documentation path. Fusion users can easily track missing documentation, authorization status, and prescription expirations.

**“We wanted a balance for something that was going to be cost-effective but also was going to allow us to do all the critical things that we needed to be able to do. We saw we’d be able to manage payments. And we saw we’d be able to automate some of the things we were doing around insurance billing.”**





**RYAN CAMLIN**  
President, [Alta Pediatrics](#)

**“[Fusion] really helped us, from patient onboarding to checkout to insurance billing to the actual documentation. We’re really leveraging all parts of it to manage our practice.”**

Ryan recommends other practices switching to Fusion start using the payment processing right away. “When they [clients] come in, we’re essentially just clicking a button, checking them out, and now we’re taking that payment. So we’ve gotten to a place where we had, you know, tons of open invoices or services that we provided that we didn’t really get paid for, to now, we’re really getting paid almost every single day as those services are happening.”

Fusion’s user-friendly features also simplify onboarding: “We just onboarded a new speech therapist. She came in, we logged her into the system, and within a couple of minutes, she was able to figure out where to find notetaking, evaluations, and progress notes. So this software has a real ease-of-use factor; somebody can come without much experience and figure it out easily.”

## 6 Main Challenges Addressed by Fusion

1. Cash Flow

2. Training and Onboarding

3. Growing Pains

4. Accessibility of Tech Support

5. User Experience

6. Multi-Specialty Documentation

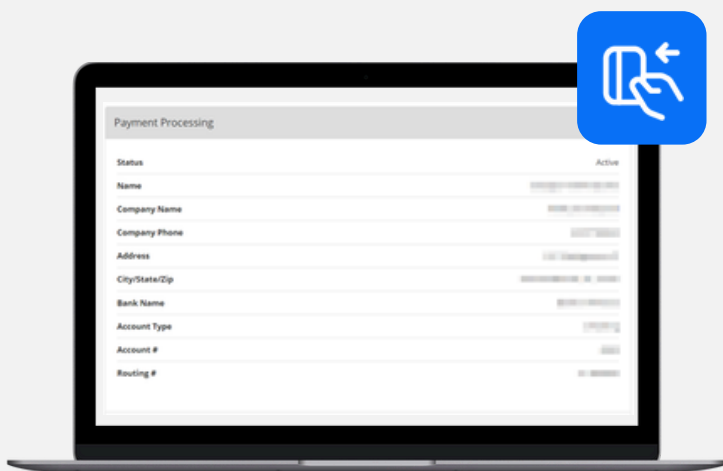
# 1. Cash Flow



## Challenge

Alta Pediatrics switched from in-network insurance to cash pay, but struggled with obtaining payment at the time of the visit. Their inefficient payment process and inefficient EMR resulted in a significant outstanding balance of over \$10,000.

As Kim and Ryan expanded their business and saw more clients, they understood that this would require increased spending on advertising, location, and administrative costs. They couldn't lose thousands of dollars to billing inefficiencies.



## Solution

As you use Fusion's payment processing, you'll see a boost in your cash flow and establish a streamlined process for maximizing your revenue. Once payment collection is no longer a concern, you can shift your focus to growing other areas of your business. Alta Pediatrics successfully encouraged 90% of their clients to have a credit card on file.

**“And then for the remaining 10%, we have a process in place where we actually just use Fusion to generate invoices and bills and send them out to customers to get paid.”**

## 2. Training and Onboarding



### Challenge

Kim and Ryan's dedication to providing holistic care prompted them to expand their team with new therapists. While they were excited to offer additional services to their clients, Kim faced more managerial duties, including training.



### Solution

The onboarding process was a breeze with Fusion's user-friendly system.

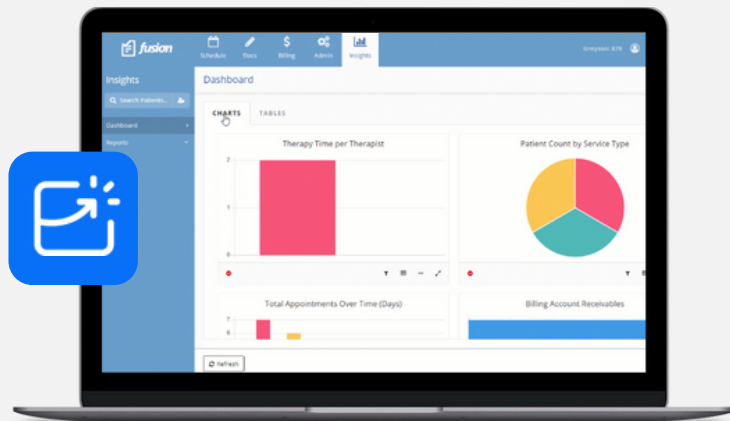
**"We don't need to spend hours or days showing them how to use the system. It's really 'here's your login, here's a few things you need to do for your day-to-day, and they're up and running.'"**

### 3. Growing Pains



#### Challenge

As a business owner, you aim to expand your reach, but growth is not as simple as just acquiring new clients. Your operations must also evolve accordingly. Kim needed an EMR that could handle both the influx in clients and the new administrative demands of more staff, additional services and larger locations.



#### Solution

Thanks to Fusion's support, Alta Pediatrics experienced an astounding growth of at least 250% since its implementation, according to Ryan's estimates. While Ryan and Kim's unwavering commitment to exceptional care played a significant role in the practice's expansion, Fusion rose to the challenge and provided the support they needed to keep expanding their practice.

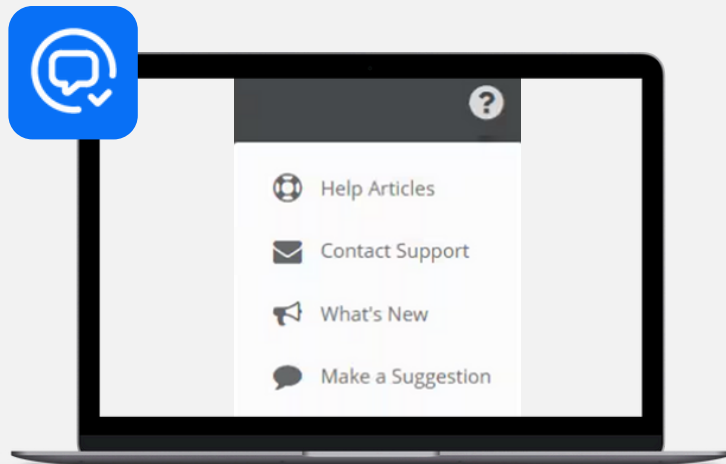


## 4. Accessibility of Tech Support



### Challenge

Even with the most intuitive software, there are times a provider has questions or needs assistance. And with a growing practice, these issues can quickly become bottlenecks. That's why it was important for Kim and Ryan to have accessible tech support, without waiting hours or jumping through automated menus.



### Solution

Ryan often uses the live chat function to ask questions and usually gets a response within a minute. In addition, we offers a plethora of resources, training, tutorials, videos, and webinars to aid in your success. Our goal is for you to spend less time on the phone with us and more time expanding your practice.

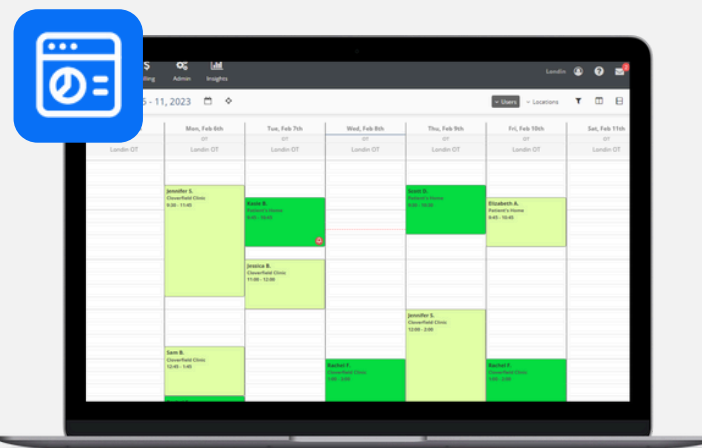
**“I’ve had really good experiences with the customer service team.”**

## 5. User Experience



### Challenge

Kim was experiencing performance issues with her EMR at the time, Hello Notes. As her practice got busier, she set a goal to streamline her workflow to avoid administrative bottlenecks. And of course, she needed a solution that new therapists without experience could pick up quickly.



### Solution

With Fusion's advanced tools and intuitive interface, Alta Pediatrics can continue to expand without the need for extensive training sessions. Users can personalize their task list and prioritize their day with reminders to stay focused. This tool can be of great assistance to inexperienced junior staff members, allowing them to cultivate best practices from the get-go.

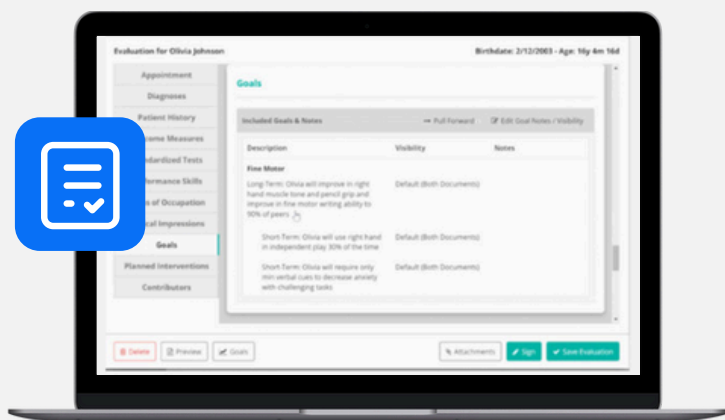
## 6. Multi-Specialty Documentation



### Challenge

As an occupational therapist specializing in children aged from infancy to 21, Kim knows that whole-person care is key to helping her young clients achieve better outcomes. She needed an EMR that could reflect her holistic approach through documentation, and include time-saving tools that include multiple specialties.

**“We’re looking at being a little more holistic with the population we’re serving. Not just addressing their sensory needs, or even directly their speech needs, but even their mental health needs as well.”**



### Solution

Fusion is built for and by physical, occupational, and speech therapists, with a focus on pediatrics. Templates, quick phrases, assessments and dashboards all offer specialized tools that work for multi-specialty practices. And with Fusion’s smart workflows, users can follow the most efficient path to documentation.

**“What stood out to Kim was some of the workflows around the notes and documentation.”**

# Alta Pediatrics, inspiring others to grow and thrive

We extend our hearty gratitude to Kim and Ryan Camlin for not only opting for Fusion but also spreading the word about it. We always feel elated to hear how our customers use our EMR to bring positive changes in their clients' lives.

Fusion is a comprehensive practice management software designed for physical, occupational, and speech therapy practitioners. It offers a range of features to streamline daily administrative tasks, scheduling, note-taking, and reporting, allowing therapists to spend more time with their clients.

With Fusion, therapists can manage their entire practice and clients within one user-friendly platform. The software includes extensive clinical tools, goal tracking, client portals for intake and telehealth sessions, reporting and analytics, appointment reminders, mobile optimization, credit card processing, and more. Fusion is trusted by over 36,000 therapy professionals, making documentation and practice management easier and more efficient.

If you feel that Fusion is the perfect fit for your practice, [book a demo!](#) Our skilled product experts would be delighted to showcase how we can help you streamline your practice.

And if you're a current Fusion user interested in doing a case study, [let us know!](#)

## Therapy Brands



See why  
**36,000+ providers**  
made the switch to Fusion.

**Get a demo today!**