

Therapy
Brands

Better Simple Solutions

**Ready for Growth:
How Fusion Helped
Alta Pediatrics Thrive**

Executive Summary

Fusion's EMR is tailored to meet the needs of physical, occupational, and speech therapy specialists. The software has expanded to cater to the adult market, but its roots in pediatric care are evident in the specialized assessment and note templates. Our solution streamlines administrative tasks, freeing up valuable time for practitioners to focus on what matters most - providing exceptional care. We understand that every minute counts when it comes to changing lives, which is why we strive to equip therapists with time-saving capabilities that allow them to deliver high-quality services.

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.

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 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 in the market.



Holistic Care

Kim Hurley, an occupational therapist specializing in children aged from infancy to 21, knows that whole-person care is key to helping her young clients achieve better outcomes. Despite assumptions that children have simple needs, Kim focuses on helping children develop necessary skills, so that their transition into adulthood becomes a path to an independent and rewarding life.

Ryan explains that their focus on growth is “not only adding locations, but also looking at where can we add additional services, or even sub-specialties within those services.”

Responding to the growing demand for feeding therapy, Alta Pediatrics is set to launch the service in July 2023. Ryan observed a significant number of searches on their website for feeding therapy and even received calls from clients asking if it's a service offered at Alta Pediatrics. To provide specialized care, their staff will undergo focused training to be equipped to assist clients with feeding therapy.

Alta Pediatrics has expanded its services and now offers speech therapy to its clients. Ryan and Kim have even bigger plans for the future, with hopes to provide behavioral and mental health services in the near future: "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."

Challenges

As Alta Pediatrics flourished, Kim's current EMR at the time, HelloNote, began to show signs of strain. She identified performance issues that were taking a toll on her business. Additionally, it could not keep up with payments - she realized she had over \$10,000 in outstanding payments! Alta Pediatrics needed a better billing tool to process payments and bill insurance, ensuring a steady flow of cash.

Kim recognized the need for more advanced tools to maintain her high standards of care. With an increasing number of clients to schedule and bill, she sought out software that could scale with her. She also set goals to streamline her workflow and created detailed documentation to align with her holistic approach to care. Given her limited time to train new therapists, it was crucial that the new EMR was intuitive. Of course, all of this had to be cost-effective. 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.



Making the Switch

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. With Fusion's advanced tools and intuitive interface, Alta Pediatrics can continue to expand without the need for extensive training sessions. During the Fusion demo, they noticed that the presenter was able to flow through various screens smoothly, something that was lacking in HelloNote, where the performance issues were frustrating.

"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".



Consistent Cash Flow

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 resulted in a significant outstanding balance of over \$10,000. After transitioning to Fusion, they successfully encouraged 90% of their clients to have a credit card on file, resulting in a remarkable improvement in their cash flow.

“When they 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. 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.”

By maintaining consistent cash flow, they were able to prioritize growth and exceptional client care. Nowadays, carrying cash is becoming increasingly obsolete as most individuals carry at least one credit or debit card. It’s rare for someone to have enough cash to pay for anything more than \$20, let alone medical bills. To ensure a steady cash flow, it’s imperative to use an EMR that accepts credit card payments. As a business, you should aim to make payments as effortless as possible. Furthermore, keeping credit card information on file reduces the time between invoices being posted and paid, eliminating the need to continually remind clients to provide payment information.

“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.”

Adapting to Growth

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. For instance, if you have more clients to schedule, your calendar tools should enable you to swiftly add or locate appointments, reschedule, and display therapist availability. Moreover, Alta Pediatrics requires an EMR that caters to multiple specialties and service types across two locations. Their original system was simply not allowing them to scale up. But 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 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. Fortunately, the onboarding process was a breeze with Fusion's user-friendly system.

"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."

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.'

Excellent Customer Service

"I've had really good experiences with the customer service team," explains Ryan. He often uses the live chat function to ask questions and usually gets a response within a minute. At Fusion, our mission is to assist you in helping others. We prioritize being available to support our customers, just as you prioritize being available to assist your clients. Our customer service team comprises real people, not robotic chatbots, so you won't be caught in an endless loop.

In addition, Fusion 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.



Ryan's Advice for Private Practices Looking to Adopt Fusion

Don't wait to start utilizing Fusion's payment processing feature, Ryan recommends. By utilizing this feature, 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.

Although Ryan is not a therapist himself, the team at Alta Pediatrics is impressed with the note-taking process (including the ability to add goals) and the helpful guidance provided by Fusion during documentation. "What stood out to Kim was some of the workflows around the notes and 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. Additionally, they can personalize their task list and prioritize their day with reminders to stay focused. This tool can prove to be of great assistance to our inexperienced junior staff members, allowing them to cultivate best practices from the get-go.



“[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.”

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 utilize our EMR to bring positive changes in their clients' lives. 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!

2-20th Street North, Suite 500
Birmingham, Alabama 35203
(888) 390-5233
therapybrands.com