



Learn more about Henry Schein's solutions provider by calling your local representative or visiting [HenryScheinSolutionsHub.com](https://www.HenryScheinSolutionsHub.com).

INTRODUCTION

Efficiency in the way a medical practice operates has never been more crucial to success than it is today. The healthcare industry has transformed quite a bit in recent years, moving from fee for service payment models to a value-based care model. Patients are viewing their healthcare options in a more consumer-driven manner and there are more patients needing to be seen than ever before due to an aging population and increased rates in individuals with insurance. All of this, plus the relative shortage of medical practitioners, means that providers and their staff have no time to waste and need to ensure that they are operating as effectively as possible in order to keep their patients satisfied and maintain a strong revenue stream.

Fortunately, there are partners available to help you automate many of the tasks that can take up a great deal of time while helping you serve your patients to the best of your ability. Even better, there is a one-stop shop where you can find all the partners you could need at once; enter Henry Schein SolutionsHub.

In this eBook, we will discuss exactly what SolutionsHub is and how it can help you revolutionize your practice. After looking at why SolutionsHub was created we'll explore the structure of SolutionsHub. We'll then discuss how the providers that are chosen to be offered through SolutionsHub are vetted and what it takes to be a SolutionsHub partner. Finally, we'll explore just a few of the areas that your practice may need a partner in and the options we have to fill those needs for you.





WHY WAS SOLUTIONSHUB CREATED?

There are three main purposes behind the creation of SolutionsHub. First, SolutionsHub was born out of our desire to discover the needs in the healthcare market and deliver innovative solutions to meet those needs. Henry Schein has always existed to serve providers well, helping them to efficiently acquire the tools they need to serve their customers, and SolutionsHub is the next way we are serving our customers. Second, SolutionsHub operates in order to connect our customers with solutions and technology that can be trusted. We know there are a myriad of options in the market today for companies willing to come alongside your practice with the promise of helping you operate more efficiently; we want to cut through all that noise and assure you that you can be confident of your choices when you select a SolutionsHub partner. Finally, SolutionsHub exists to prepare practices for the way healthcare is likely to be practiced in the future by transforming the way those practices operate now. Connectivity and a reliance on technology are not likely to go away. It's the early adopters who will not only survive as healthcare continues to evolve, but who will thrive. This is where SolutionsHub comes in.

When you boil all three of these purposes down, they all seek to accomplish one very important mission. It is our goal that by partnering with the services offered by SolutionsHub your practice will see improved patient outcomes, increased profitability, and more efficient business processes overall. When this is accomplished, SolutionsHub has served its purpose.



The Structure of SolutionsHub

SolutionsHub is divided up into three specific core areas for which we provide support. Those areas are **Clinical, Financial, and Operational**. The Clinical area features partners who provide support for tasks such as Behavioral Health, Chronic Care Management (CCM), clinical trials, **Clinical** Decision Support (CDS), medication adherence, patient education, physician dispensing, infection control, and telehealth. The **S SolutionsHub** partners who provide assistance in these areas will work with your practice to enhance your clinical care and do so efficiently. This is particularly important in today's value-based healthcare landscape where patient outcome is so important to reimbursement. Patient outcomes improve when clinical efficiency is reached.

The next area that **SolutionsHub** provides support for is your practice's **Financial** health. This includes credentialing and contracting, financial services, patient payments, practice marketing, Revenue Cycle Management (RCM), referral management, and billing and coding. These partners will focus on keeping your practice financially secure by acquiring and retaining patients and ensuring that your practice is regularly paid what is due in a timely fashion.

Finally, **SolutionsHub** offers partners in the **Operational** area. These partners focus on items such as equipment repair, online scheduling, pharmaceutical waste disposal, medical waste disposal, staff training, hiring and recruiting, business insights, Practice Management/EHR, surgery case communication, supply chain technology, and secure document shredding. These are all the administrative areas of your practice that can prove time consuming when done manually, but can easily leverage the power of technology to improve efficiency and increase patient and staff satisfaction.



Clinical

Financial

Operational

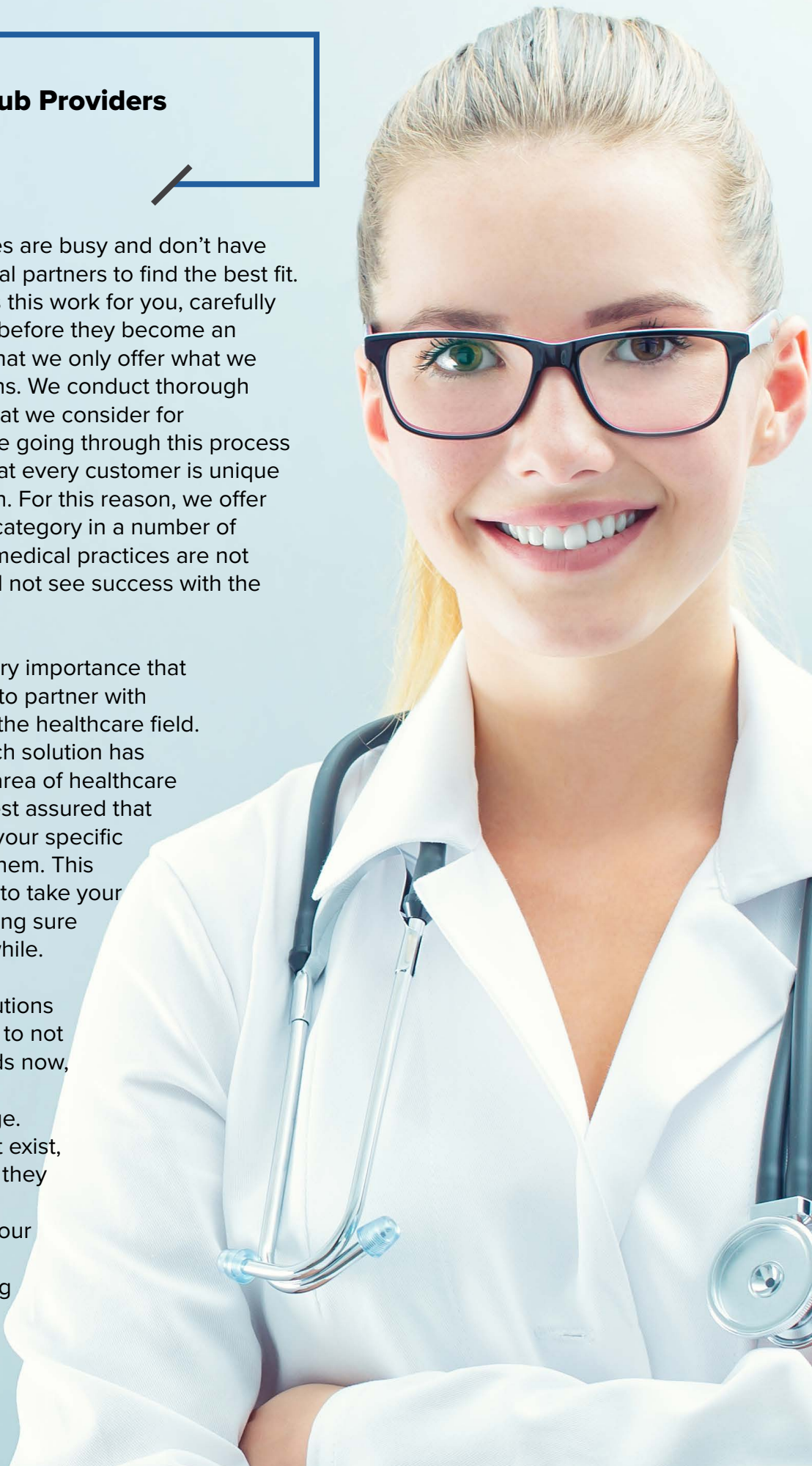
SolutionsHub chose the areas for which to provide support through direct market feedback. Henry Schein reached out to its large client base to determine what the largest number of practices saw as the areas for the greatest potential for significant impact through automation. That data drove our design for the **SolutionsHub** model, and for that reason you will find that **SolutionsHub** offers exactly what you need. We call this process **“Business Discovery,”** and it is simply asking strategic questions to learn exactly what pain points a practice has. Once we discover your practice's pain points, that informs which partners would be of most benefit to your business to increase efficiency and provide a solid return on investment.

SolutionsHub Providers

We know that medical practices are busy and don't have the time to sift through potential partners to find the best fit. That's why **SolutionsHub** does this work for you, carefully vetting each potential partner before they become an official offering and ensuring that we only offer what we deem the best in class solutions. We conduct thorough research on every company that we consider for **SolutionsHub** and while we are going through this process we make sure to remember that every customer is unique and requires a tailored solution. For this reason, we offer multiple partners in the same category in a number of instances because, just as all medical practices are not created equal, all practices will not see success with the same partners.

We also know that it's of primary importance that anyone your practice decides to partner with understands the intricacies of the healthcare field. This is why we ensure that each solution has experts and specialists in the area of healthcare that their focus lies. You can rest assured that your partners will understand your specific needs and how best to meet them. This specialized expertise will help to take your practice to the next level, making sure that your investment is worthwhile.

Finally, we ensure that the solutions we offer are scalable and able to not only meet your practice's needs now, but also grow along with your practice as those needs change. One-size-fits-all solutions don't exist, and when they are attempted, they often don't work. Each of our solutions will be able to start your practice off according to what you need now, while also being prepared to adjust services should the need arise later.



A Marketplace on the Forefront of Healthcare

The healthcare industry today looks very different from the healthcare industry of the past. As technology has become more ubiquitous, the possibilities for applying that technology to make a greater impact on patient health outcomes have grown. With this increase in technology has come the advent of big data, and all of that data has taught us a great deal about what providing outstanding patient care actually means. This has driven a great deal of changes in healthcare, one of which being the increase in telemedicine. Telemedicine has been gaining prominence with more and more practices implementing or seeking to implement telemedicine programs. This is a win-win for practices because telemedicine allows providers to manage their ever growing patient population in a more efficient manner, while also giving patients what they want in the form of more convenient doctor's visits. Additionally, the reimbursement models for telemedicine have greatly improved and they are continuing to do so. Even a few years ago, it was difficult to determine how a provider could get paid for visits conducted remotely. It's now easier than ever to be paid for telemedicine, with many payers now reimbursing for telemedicine services at a level that's on par with comparable in-office visits.

Another significant change in the healthcare industry that is driving the necessity to find solid technological tools to implement in your practice is the impact of the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) and the Merit-based Incentive Payment System (MIPS), and the transition from fee for service to value-based payment schedules. When it comes to reimbursement, the focus is now squarely on improving patient health outcomes, as it rightly should be. Tools that help providers look at a patient's health picture as a whole and find the best possible treatment plans for the patient are important to the success of a practice in today's healthcare landscape. Under value-based reimbursement, the goal is the best possible health outcome for the best value. This has brought about an increased focus on programs such as Chronic Care Management (CCM) and remote patient monitoring that allow providers to keep track of their patients' conditions and health status in a cost-effective way. Additionally, as patient satisfaction has begun to play a role in reimbursement there is a greater need to make patient convenience a priority. Simply put, quantity of procedures no longer positively impacts reimbursement. You're no longer getting paid for what you do as much as you are being paid for the consequences of what you've done. Technology plays a large role in closely monitoring your patients, determining the best treatment plans, and improving their health and therefore your practice's reimbursement levels.



A Marketplace on the Forefront of Healthcare *(continued)*

With these changes to the healthcare industry, **SolutionsHub** has worked to make our website a one-stop resource center to educate our clients on what is available to your practice and how these offerings can help you to maximize patient care. As we touched on before, there are a number of areas that we offer partners for, but let's take a closer look at some of the more popular areas. First, it's impossible to provide quality patient care without patients, and this is where practice marketing comes in. Simply put, marketing is essential to a practice's success. Without effective marketing you'll have trouble acquiring and retaining patients. This is due largely to the fact that today's patients are increasingly consumer-minded when considering their healthcare choices, and they will do their own research to find the medical practice and provider they believe will be the best fit for them. In order to attract these savvy patients, you'll need a solid website, a strong social media presence, and a well-managed reputation on rating and review sites. **SolutionsHub** offers partners such as **Practice Builders** and **PatientPop** who can help you build an effective marketing strategy that is tailor made to your practice's needs as they stand today, as well as scalable for where you want your practice to go.

Another area that SolutionsHub has chosen to focus on is that of clinical trials. Physicians need to know when clinical trials are available and those who are conducting clinical trials need to be connected with patients who are eligible to participate in those trials. Traditionally, this could be time consuming and difficult to achieve. **SolutionsHub** has elected to offer ePatientFinder, a visionary clinical research delivery network and technology platform. With ePatientFinder you can leverage the power of technology in order to increase patient satisfaction by providing access to cutting-edge clinical trials, while also developing an additional revenue stream with little change to your current workflow.



A Marketplace on the Forefront of Healthcare *(continued)*

We've already touched on the changes in the healthcare field with regard to telemedicine. The importance of implementing this increasingly popular offering in your practice really can't be overstated. The level of convenience provided through telemedicine for both providers and patients is incredible. Patients are able to see their provider without having to leave work or spend time sitting in a practice waiting room. Providers are able to see more patients with increased efficiency,

aiding in providing adequate care to growing patient populations. This is why **SolutionsHub** offers **Medpod**, a telemedicine platform that comes in highly versatile configurations, including a cloud-based version that can be used on existing devices and complete units available as a suitcase, a stand-alone cart, or even a mobile facility. **Medpod** meets all necessary guidelines from Centers for Medicare and Medicaid Services (CMS) as well as State Medical Boards that are necessary for virtual encounters to be reimbursed at the same level as physical visits. Best of all, implementing **Medpod** is seamless, as their suite of cloud-based software solutions provides a single platform across each of their integrated solutions, thereby optimizing both clinical and administrative workflows.



One of the earliest technologies to revolutionize the healthcare field was EMRs and their various integrations. By now, your practice has no doubt realized the importance of a quality EMR to your success. In fact, it's now virtually impossible for your practice to succeed at all with a subpar EMR or with no EMR at all. Knowing that one solution is unlikely to work for every practice, **SolutionsHub** offers both athenahealth and Henry Schein **MicroMD** so that you can choose which application is a better fit for your organization. Athenahealth offers a suite of network-enabled services that prove foundational for a healthcare practice. Their services include patient scheduling, encounter charting, billing, and data analytics, all on a platform that is designed to work seamlessly to deliver the best clinical and financial outcomes. Athenahealth is designed to serve organizations of all sizes, from solo practitioners to multi-site health systems and just about everything in between, including hospitals. SolutionsHub's other EMR offering, Henry Schein **MicroMD**, seeks to help practices get back to the business of healing by offering best-in-class EMR software with integrated solutions to help manage all aspects of a busy practice, all paired with the personalized service you've come to expect from Henry Schein. **MicroMD** EMR is offered as either a server based or cloud solution and is a great fit for primary care as well as most specialties and sub-specialties that would benefit from a custom solution, as well as community health and rural health centers.

“MedPod is the
catalyst advancing
healthcare”



A Marketplace on the Forefront of Healthcare *(continued)*

Finally, we've touched on the consumer-driven attitude many patients are taking with regard to their healthcare today and how that emphasizes the importance of convenience when choosing providers. This is why online scheduling and communication tools are invaluable to practices in today's healthcare landscape. The more your practice can do to allow your patients to communicate and schedule appointments efficiently, the more satisfied your patients will be. **SolutionsHub** offers everseat, a cloud-based software platform that keeps your schedule full using enhanced referral management, a digital waitlist, and online booking. Everseat makes your practice's schedule availability known to both referring providers and patients, allowing them to choose appointments that work for their schedule without having to spend a great deal of time on the phone with your practice as in the past. Everseat also works to connect directly to the practice's scheduling platform, finding open slots and automatically posting those appointments online for patients to directly schedule.

Additionally, everseat will digitally notify patients who are looking for an appointment when one becomes available, taking the task of calling those on a waiting list off the plate of your already busy staff. Finally, everseat allows for providers to "pull their patients forward" into openings that are imminently going to be unfilled, avoiding the loss of revenue that empty appointments cause and increasing patient satisfaction by getting patients in to see their doctor earlier than planned.

Conclusion

Keeping your practice running efficiently has never been more important than it is right now. Patients are taking an increasingly consumer-driven approach to their healthcare and will work hard to choose providers who give them the most convenient experience and value for their hard-earned money. Additionally, there are more patients than ever who need to be seen, with an aging population and more insured individuals than ever before, making time management crucial for your practice.

SolutionsHub is your go-to partner in finding the resources that will keep your office running smoothly and increasing in revenue. We offer solutions for clinical, operational, and financial needs, all using partners who have been carefully vetted and deemed to be the best-in-class solutions in their areas of focus. Each solution has experts and specialists in their healthcare area of focus and all are scalable to grow with your practice and its needs. Are you ready to allow **SolutionsHub** to help get your practice running as efficiently as possible?

Visit **henryscheinsolutionshub.com** or call **833-433-2482** for more information or to get started.



Discover. Connect. Transform.

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