Medical Practice Uses Virtual Desktop Solution to Increase Efficiency by 80 Percent

Customer: Wilmington Plastic Surgery
Website:
www.wilmingtonplasticsurgery.com
Customer Size: 34 employees
Country or Region: United States
Industry: Healthcare providers
Partner: Genisys Global
Partner Website:
www.genisysglobal.com
Partner: Citrix
Partner website: www.citrix.com

Customer Profile
Serving southeastern North Carolina for more than 30 years, Wilmington Plastic Surgery provides a range of cosmetic surgery procedures. The practice consults with approximately 50,000 patients a year.

Software and Services
- Windows 7
- Microsoft Office
  - Microsoft Office Professional 2010
- Microsoft Server Product Portfolio
  - Windows Server 2008 R2
  - Microsoft Exchange Server 2010
- Technologies
  - Hyper-V
- Third-Party Services
  - Genisys Global Virtual Desktop
  - Citrix XenApp

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"Because our surgeons can access more complete information—all in one place and from practically any location—we've increased efficiency throughout our practice by 80 percent."

Guy R. Williams III, CMPE, Practice Administrator, Wilmington Plastic Surgery

Wilmington Plastic Surgery wanted to boost efficiency while improving data portability and security. The practice adopted the Genisys Global Virtual Desktop solution, which is built on Citrix XenApp and Windows Server 2008 R2. By moving to a cloud-based solution, it has increased practice efficiency by 80 percent, strengthened its data security and disaster recovery capabilities, and gained improved flexibility for future growth.

Business Needs

Wilmington Plastic Surgery is a fast-growing medical practice. For years, it relied on separate, nonintegrated software tools for practice management and financial accounting. Use of these disparate tools meant that staff frequently needed to manually reenter schedule and payment information from one system to another, which took time away from interacting with patients and introduced opportunities for data-entry error.

Business applications were hosted on physical servers at the practice's main office, which complicated IT management and budgeting for capital expenditures. Practice owners needed to set aside capital for hardware upgrades on a three-year cycle, which diverted resources from investments in new medical equipment that could generate additional revenue. In addition, Wilmington Plastic Surgery used paper-based medical charts. As the practice grew, physicians increasingly needed access to patient information on-the-go. Transporting files from office-to-office was cumbersome and it did not provide real-time access to patient data. It also presented a security liability for the business, which needed to ensure that sensitive information was protected.

To keep up with business growth, physicians at Wilmington Plastic Surgery wanted to increase the efficiency of patient interactions throughout the day—without compromising quality of care. They also

needed to maintain compliance with regulations requiring healthcare providers to adopt the use of electronic health records by 2014.

Solution

Wilmington Plastic Surgery decided to search for a web-based software solution that combined practice management, accounting, and electronic medical records functionality in a single service. In late 2008, Guy R. Williams, III, the Practice Administrator at Wilmington Plastic Surgery, attended a regional advisory board meeting of the Plastic Surgery Administrative Association where he met David Spears, Founder and CEO of Genisys Global, an IT consulting firm based in Wilmington. "As I learned more about Genisys Global Virtual Desktop, I knew it was the right fit for our organization," says Williams.

In December, 2008, Wilmington Plastic Surgery began moving to the Genisys Global Virtual Desktop solution. Genisys Global applied its methodology for migrating customer applications and data to a hosted environment to enable Wilmington Plastic Surgery to ease its transition to the cloud. The solution combines Microsoft Exchange Server 2010 for email service, Microsoft Office Professional 2010, and NexTech software, which includes integrated tools for electronic medical records and practice management. The Genisys Global Virtual Desktop service uses Citrix XenApp running on Hyper-V, the embedded virtualization technology in the Windows Server 2008 R2 operating system, to deliver a high-fidelity desktop experience with the look and feel of a locally-installed Windows 7 operating system.

Physicians at Wilmington Plastic Surgery access patient information from anywhere by using their tablet PC or mobile device. "During a patient consult at the office, in transit between offices, or in the operating room—it doesn't matter where they are—our physicians can access the patient records that they need when they need them," says Williams. Staff members can use their credentials to log on to a PC at any of the company's office locations to locate documents or print forms with ease. Williams, who is a Certified Medical Practice Executive, uses the additional flexibility to stay connected to colleagues while tending to training opportunities.

Benefits

By using the Genisys Global Virtual Desktop solution, Wilmington Plastic Surgery benefits from:

- **Increased efficiency by 80 percent.** Because they can access patient charts from any Internet-connected device, physicians at Wilmington Plastic Surgery are able to see more patients throughout the day. In 2009, five physicians consulted with an average of 120 patients each day. Now, the practice's four physicians see an average of 150 patients each day. "Because our surgeons can access more complete information—all in one place and from practically any location—we've increased efficiency throughout our practice by 80 percent," says Williams.

- **Greater agility in practice management.** Wilmington Plastic Surgery has maintained its position in the industry as a leading cosmetic surgery provider, and as an innovator in medical practice management. "Now

that we're not chasing paper charts, we can devote more time to honing our internal business and administrative processes," says Williams. In addition, the leaders at Wilmington Plastic Surgery use the solution to produce consolidated reports in a matter of minutes. "I can view current performance data—anytime, anywhere—so we can stay on top of trends and adjust in a much more agile way than before," says Williams.

- **Strengthened data security**. Before moving to a desktop-as-a-service solution, Wilmington Plastic Surgery used on-site servers and paper files that contained sensitive information. "Because we now store all of our information in an off-site data center facility with the highest levels of security, we've not only reduced our data security risk, but we have a much more reliable means of data recovery," says Williams.

- **Enhanced flexibility for growth.** For Wilmington Plastic Surgery, one of the most significant benefits of adopting the Genisys Global solution has been its ability to manage IT differently. Instead of large capital expenditures, the practice now pays a single monthly subscription to obtain all of the IT services it needs. By avoiding the need to upgrade servers and PCs, it saved more than US$400,000, which it used to purchase new medical equipment. "The Genisys Global Virtual Desktop solution has helped transform our business," says Williams. "While everyone else was scaling back, we were able to invest in growth—while providing even better patient care."

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