

5 TECHNOLOGY PAIN POINTS FOR HEALTHCARE PRACTICES

Be on the lookout for common symptoms of its dysfunction in your medical office.



INTRODUCTION



Navigating the complexities of healthcare IT is a challenge for even the largest, most well-funded healthcare systems.

But what about small and medium-sized healthcare providers?

These offices must overcome the same challenges – yet with a fraction of the budget, staff, or IT resources they need even to effectively diagnose their IT issues, let alone prescribe the correct remedies for them.

That's why we created this guide.

It will highlight five specific IT challenges small and medium-sized healthcare offices face while providing the resources they need to help address them effectively.

Ultimately that's what your practice's IT challenges really require: The right support that allows you and your staff to achieve the best healthcare outcomes while providing the best patient experience possible.



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PAIN POINT 1: KEEPING UP WITH EVOLVING HEALTHCARE REGULATIONS

Regulatory changes can happen overnight. If you're not on top of every tweak and amendment, you're opening the door to compliance issues. For small and medium-size healthcare providers, cybersecurity training and keeping the organization apprised of changes can be a challenge.

And to be clear: Failure to adhere to HIPAA regulations can hurt your patient's privacy – and your bottom line. The U.S. Department of Health and Human Services Office for Civil Rights (OCR) has extracted huge fines from medical offices that failed to meet various standards.

HELPFUL ONLINE RESOURCES

The U.S. Department of Health and Human Services has a comprehensive library of HIPAA basics, covering privacy, security and breach notifications, and other aspects of HIPAA.

- [HIPAA Basics](#)
- [Resources for Small Providers, Small Health Plans, & other Small Businesses](#)
- [Frequently Asked Questions](#)

Additionally, the HSCC, a national public-private partnership, has released a series of short training videos, "Cybersecurity for the Clinician," to help make cybersecurity educational accessible and in "non-tech" language for all organizational roles.

Here are three great videos to start your journey:

- [Cyber Safety is Patient Safety](#)
- [Impacts and Consequences of a Cyberattack](#)
- [Tips for Protection](#)



PAIN POINT 2: GROWING YOUR BUSINESS WHILE STAYING HIPAA COMPLIANT

Thinking about expanding your practice? Your IT systems need to grow, too, but without compromising HIPAA compliance or adding a barrage of additional costs. Utilizing the right tools could help you reduce costs and prevent putting your practice at regulatory risk. That's because expansion often means more devices, more data, and more potential entry points for cyber threats.

That means you may need to add additional layers to your security strategy, such as:

- **Multi-factor Authentication:** Adding extra layers of security, such as two-factor authentication, can make unauthorized access more difficult, thereby protecting sensitive patient data.
- **Regular Security Audits:** Periodic reviews of your IT systems can identify vulnerabilities before they become a problem, allowing for proactive mitigation.
- **Employee Training:** Educating staff on security best practices and keeping them updated on the latest cybersecurity threats can be one of the most effective ways to prevent accidental breaches or insider threats.

You can't afford to let security measures fall by the wayside, especially considering the legal and financial repercussions of a data breach. Proactively fortifying your IT systems not only safeguards patient data but also solidifies the reputation of your practice.

HELPFUL ONLINE RESOURCES:

- [Security Risk Assessment \(SRA\) Tools for Small and Medium Providers](#)
- [Top 10 Myths of Security Risk Assessments \(SRA\)](#)
- [HIPAA Basics for Providers](#)



PAIN POINT 3: UNDERSTANDING HOW TO LEVERAGE DATA

Data-driven care is the future. It influences all aspects of a practice from patient outcomes to quality reimbursements and bonus calculations. Equipping yourself to securely collect, analyze and interpret healthcare and business data is essential to maintaining a successful, profitable practice.

Knowing how your EHR or practice management system collects data is a catalyst to success but enabling yourself with other tools can create a well-rounded data strategy.

In addition to understanding your EHR or practice management system, leveraging advanced analytics platforms, machine learning algorithms, and real-time monitoring tools can significantly enhance your data strategy. These tools provide deeper insights into patient behavior, treatment effectiveness, and operational efficiencies, allowing healthcare providers to make more informed decisions.

By integrating these additional resources, practices can not only improve patient outcomes but also streamline administrative tasks, making day-to-day work a little easier for your team.

HELPFUL ONLINE RESOURCES:

- American Hospital Association: [Leveraging Data to Healthcare Innovation](#)
- Harvard Business Review: [How to Use Digital Health Data to Improve Outcomes](#)
- American Medical Association: [Creating and Implementing a Patient Care Registry](#)
- Endocrine Today: [Leverage Secure IT to Increase Value, Optimize Revenue of a Private Medical Practice](#)



PAIN POINT 4: TECHNOLOGY THAT GETS IN THE WAY OF PATIENT CARE

Technology should help you provide great patient care – not create frustration. But today, providers spend vast amounts of time navigating the EHR, wasting clicks. Splitting attention between the patient and EHR contributes to provider burnout and decreased patient care.

The good news is there are ways to minimize these distractions, and still get the most out of your IT investment while continuing exemplary patient care.

An effective solution: Speak to external IT experts who specialize in healthcare technology. These professionals provide a high-level view into best practices and software needs, plus can conduct a thorough audit of your existing systems. They'll identify inefficiencies and recommend optimizations tailored to your practice's unique needs.

By outsourcing this aspect of your operation, your medical staff can refocus their attention on what matters most – patient care.



HELPFUL ONLINE RESOURCES:

- [AMA's "Taming the EHR" playbook](#)
- [8 changes to make to your EHR that can save hours every day](#)
- [De-implementation checklist](#)

PAIN POINT 5: INCREASING IT EXPERTISE – WITHOUT ADDING STAFF

It's no surprise that healthcare is facing a shortage of qualified IT experts in all sizes of organizations. From HIPAA compliance, EHR optimization, telehealth support and more – the list of expertise a small practice needs is long, and your IT professionals' list of qualifications is even longer.

- Safeguard your patients' protected health information (PHI).
- Maintain compliance with stringent regulatory requirements.
- Meet standards for patient satisfaction, efficiency, and quality of care.
- Access cutting-edge research, collaborative partnerships, and new innovations.
- Scale to support additional office locations or telemedicine visits.
- Prevent downtime or system outages from impacting your practice.

The technical ability a practice needs are forecast to remain in high demand. Even if you're able to find the talent with the specific IT skills your practice needs, the cost of retaining them may be too high.

That's why more practices are turning to third parties that can fill in the gaps, giving existing IT resources a boost.

If your in-house team isn't equipped to handle the technology requirements, consider opting for a specialized outsourced healthcare IT organization, like Vertikal6, as a cost-effective backup.

HELPFUL ONLINE RESOURCES:

- [The 3 Biggest IT Issues Healthcare Practice Leaders Will Tackle in 2024](#)
- [What is an IT Compliance Audit?](#)
- [How Healthcare Can Solve the Cybersecurity Labor Shortage](#)



SO WHAT'S THE TECH PAIN POINT AT YOUR PRACTICE – AND WHAT'S YOUR STRATEGY FOR SOLVING IT?

Let's talk about it.

Vertikal6 is on a mission to bring big enterprise IT services and expertise to small organizations, including healthcare practices.

Whether you need cybersecurity, IT outsourcing, help desk, IT professional services, hosting, or software development, we're here to help healthcare clients maximize revenue and uptime. Learn more at www.vertikal6.com.

Call us today to talk with one of our seasoned consultants. We're here to address your concerns, offer insights specific to healthcare, and thoroughly audit your existing IT infrastructure.

Together, let's fortify your healthcare organization against the cyber challenges of tomorrow.

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CONSULTATION TODAY!**

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