

## Ero Health Provides Customized eClinicalWorks Implementation and Go Live to Support the Growth of Limitless Male

Limitless Male Medical is a men's health clinic with 12 locations across Iowa, Kansas, Nebraska, North Dakota and South Dakota. The practice focuses on a variety of sexual health and medical treatment options to help men feel great again, reverse aging and get their lives back.



*"We knew Ero Health could help us tap into the advanced features of the eClinicalWorks systems. Through the optimization work they've done for Limitless Male, we've increased our billing percentages, created a better patient experience, created simpler processes for our providers, and increased our business. We can serve more men, helping them to feel better about themselves and proactively improve their health and life."*

*- Beth Horvatic,  
Director of Operations*

### The Situation

A general trend in healthcare today revolves around prevention, which means a practice must provide services and support to patients to proactively care for themselves in a manner that helps avoid illness. This is a shift from the traditional model of treating a sickness when it appears. Patients across many demographics are embracing this active role in their care. They seek practices and providers that will direct an appropriate mode of preventive care, allowing them to not only experience better health, but also live better lives.

One growing area of specialty following the preventive health model is male health. As demand for these services continues to grow, so does the need for male health practices to build their Electronic Health Records and Practice Management systems for maximum efficiency. Proper workflows, EHR integration with third-party platforms, and improved patient experience are the keys to making this possible.

### The Client's Need

Limitless Male is a practice that has experienced tremendous growth over the last five years. Yet they found themselves with an EHR and practice management system that required too much manual intervention and therefore limited their ability to implement customizations and automation that would facilitate future growth. Additionally, various pieces of the system operated independently, creating a critical need to integrate.

Key members of the Limitless Male team had successfully used eClinicalWorks EHR in the past, working specifically with the Ero Health team, at other practices. They experienced the impact of a proper implementation and optimization of eClinicalWorks on the practice. They had extensive experience with the Ero Health team and sought to work with us again.

Their primary goals were to customize the system, build efficient workflows, and integrate with the many systems used at Limitless Male for patient testing, communication, and execution of care. Streamlining billing processes and ensuring adoption by staff was also critical for success.

Lastly, the practice wanted to ensure they could leverage advanced features such as online scheduling, telemedicine and healow. Limitless Male providers work exclusively on iPads for patient visits, recording notes, and prescribing care. Accommodating this practice and including optimized functionality within eClinicalTouch was also important.

### How Ero Health Helped

Ero Health believes that every eClinicalWorks implementation and optimization is unique, and approaches each project with this mindset. Quite frankly, there is no out-of-the box approach that will suit all practices. The team set out to create custom solutions for Limitless Male which would support their growth initiatives.

## About Ero Health

*Ero Health is the largest eClinicalWorks partner in North America that provides a full suite of digital health services to healthcare systems, clinics and physician practices. We can help you gain greater visibility to patient data, reduce overhead costs and improve patient and staff satisfaction by providing the most complete solution for optimizing your eClinicalWorks investment. Choose Ero Health and we will pick you up wherever you are on your eClinicalWorks journey and navigate you to achieve success.*

The first order of business was the implementation of the full eClinicalWorks EHR and eClinicalTouch. The team worked together to identify existing workflow processes that would be mapped into the new eClinicalWorks system. Ero implementation specialists took a deep dive into the business, exploring all the systems at play and the processes required to create the efficiencies needed in a fast-paced practice environment.

Workflows were developed for specific patient types to facilitate care and interfaces with the practice's CRM system (Zoho) were put in place. Interfacing with their CRM drives a better customer experience by aligning internal teams regardless of the communication channel. This ensured patients diagnosed with specific conditions would automatically funnel into the appropriate regimen of care, including follow-up visits and online purchasing and fulfillment of required medications, reducing manual touchpoints. This framework also allowed for patients to view and pay their invoices, expediting the receipt of payments for services rendered while automatically entering it back into the eClinicalWorks patient record.

Working with a quick timeline, Ero Health developed the solution, delivered a test site in May, and launched the system in August. All of this work was performed as Limitless Male was in full operation. The process included preparing patient charts in advance of go-live, including as much historical information as needed in the charts so as to not impact the patient experience. Training was performed the week before go-live, so all were prepared and felt confident on day one to deliver care with no slow-down in patient volume.

Further optimization of the billing process involved the development and implementation of a Work Queue dashboard. By building and customizing the Work Queue dashboards, Limitless Male can organize claims based on the user's function and provide administration tools to quantify the staff's productivity. This ensures that claims are being managed appropriately and resource costs are aligned for the business. Finally, The Ero Health team customized the eBO reporting providing access to the data needed to enhance both patient care and practice management.

The work required to support Limitless Male was extensive and required a level of both technical and consulting expertise that made Ero Health the perfect partner for the project. The end-to-end solution provided goes beyond simply using the eClinicalWorks EHR – it was designed to help the practice meet their strategic goals by building a system that allows them to scale their business, paving the way for growth into the future while providing proactive, preventive care for the men they serve.

## Results

The eClinicalWorks adoption and optimization developed by Ero Health has transformed Limitless Male's practice. All processes, from patient engagement to provider notes to kiosk check-in, scheduling, lab communication, and payment have been streamlined and simplified. The efficiencies created allow providers to see more patients each day generating higher revenues, and significantly improved AR through better billing and claims management. The improvement in the patient experience and automation of redundant tasks has allowed Limitless Male to expand into new markets with lower costs and greater efficiency.



**949/234-1881**

**636/980-1310**

[www.ero.health](http://www.ero.health)

**Headquarters:**

St. Louis, MO

**Offices:**

Santa Ana, CA / Atlanta, GA

Toronto, ON / Vancouver, BC