

6 Important Factors to Look for When Shopping for Medical Practice Technology



Technology platforms can help streamline processes and workflows in many departments of your practice, saving staff time, and in some cases, enabling your providers to have access to patients they'd otherwise not be able to treat.

Every minute of time wasted in medical practice costs your practice money and impacts your bottom line. Therefore, technology is more important today than ever before, as many practices are experiencing exorbitantly high patient volumes amidst challenging staff shortages.

Key takeaways you'll discover in this white paper:



The healthcare technology industry is experiencing major growth, leading medical practices to have more technology options than ever before.



There are certain factors that your practice should take into consideration when considering a new technology, no matter which category the technology falls under.



Each medical practice's tech stack is unique, and your practice should keep the patient experience and operational efficiency top of mind when shopping for new technology.

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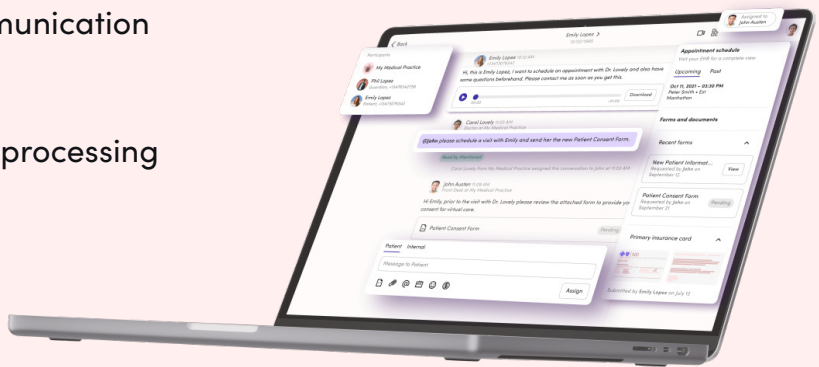


Health tech boom = more options (and potential confusion) than ever before

Digital health and health technology are experiencing [explosive growth in funding and investment](#) in the industry, which means that there could be more technology options for your medical practice than ever before.

Some examples of operational technology that medical practices are using today include:

- EMR / EHR
- Patient engagement and communication
- Remote patient monitoring
- Telemedicine
- Accounting, billing, and claims processing
- Recruiting and staffing
- Contactless payment systems

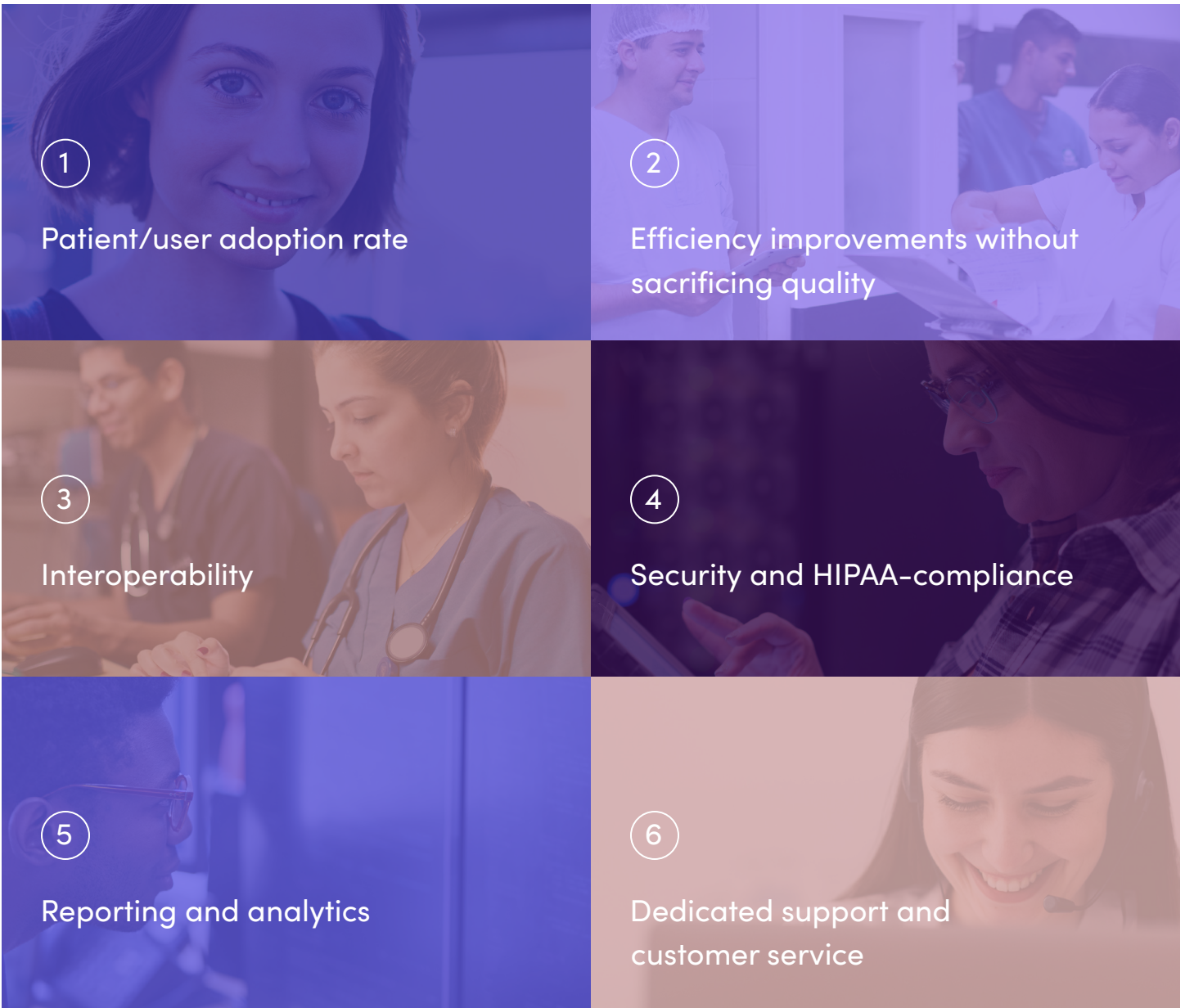


Not all technology platforms are created equal, however. It can be overwhelming, exhausting, and confusing to begin the search process for a new technology platform that will deliver the desired results and provide a feasible return on investment (“ROI”) for your practice.

Additionally, the complexity and fragmentation of the healthcare industry may increase the difficulty of choosing new technology. There are often many decision-makers involved at various administrative levels and stages of the process. This can sometimes drag out the purchasing process (for many months or even years) that the technology may be nearly outdated by the time the practice is finally ready and able to implement.

Six key factors to look for in a potential practice technology

If you are planning to shop for technology, there are six key factors to consider about any platform you are reviewing. Learning about these features and the benefits of the prospective new technology as soon as possible in the procurement process will help you stay focused on the highest quality products with proven results for your medical practice. While this list is not exhaustive, the six key factors that you should consider include:



1

Patient/user adoption rate

2

Efficiency improvements without sacrificing quality

3

Interoperability

4

Security and HIPAA-compliance

5

Reporting and analytics

6

Dedicated support and customer service



1

Patient/user adoption rate

When considering a new technology platform, you should look for a platform that is user-friendly and highly engaging. If your staff members or patients are unable or disinterested in using the technology platform, it won't have the desired impact on your practice. Be sure that any technology vendor you are considering is able to confirm the patient or user adoption rate prior to making your decision.

If possible, ask to speak with other practices who've already implemented the technology to confirm the adoption and engagement rates are high. If the technology is not user-friendly, or if patients and your staff don't see the benefit to it, it may not have the positive impact or ROI your practice needs from the purchase.



2

Efficiency improvements without sacrificing quality of care

One of the key objectives of new technology is to automate processes to improve operational efficiencies. Any practice technology you are considering for your medical practice should ideally help to minimize the potential for human error and save staff time, thus saving your practice money and/or enabling higher volumes of patient encounters. If the new technology platform takes up more of your staff's time to use, rather than saving them time, it most likely won't have the desired result.

Additionally, the new technology should improve efficiencies without negatively impacting your practice's quality of care or patient satisfaction. In short, any new technology you implement should improve your overall patient experience.



Interoperability

Your medical practice likely has several technology platforms in use at the moment. Therefore, interoperability is paramount for any new technology you plan to implement. Any new technology your practice is considering should integrate seamlessly with your existing platforms and communicate multi-directionally. Otherwise, you may not obtain the aforementioned practice efficiencies, nor realize the benefits of your new technology.

For example, implementing a new patient portal or patient communication platform that doesn't fully integrate with your practice's EMR platform could negate the potential benefits of the new technology. In this example, your staff may have to constantly cross-reference multiple platforms, and/or transcribe information from one platform to the other, which takes up more of their time, instead of saving them time.

When considering any new technology platform, you should have the vendor confirm that the prospective platform will successfully integrate with your practice's existing tech stack. Be sure that these technology platforms have worked well together in other practices already, and that the prospective technology vendor is able to confirm the interoperability of the platforms in question.



4

Security and HIPAA-compliance

This may seem like an obvious item on the list of requirements, but when shopping for new technology, don't forget the essentials for security and patient privacy. Any new health technology platform you integrate into your medical practice should be designed for HIPAA-compliant practices and include robust security measures. The prospective technology should be specifically designed with your patients' data safety in mind.



5

Reporting and analytics

Any future technology platform your medical practice is considering should feature capabilities for reporting and analytics so you can confirm and track the impact the technology is having on your practice. Otherwise, how will you know if your new technology is working the way it should and obtaining the desired results? Additionally, analytics should include applicable data to help you track new growth of your practice, patient volumes, response times, financial data, and other relevant metrics.



6

Dedicated support and customer service

With any technology, occasional glitches and defects are inevitable. That's why ongoing customer service is an important factor to look for in any new technology you seek to implement into your practice. Any company you partner with should include high-quality, dedicated technical support to ensure that any issues are resolved promptly. In a medical practice, the longer it takes to remedy a technical issue, the more patients may be negatively affected. Without proper tech support, a minor technical glitch could snowball into a larger crisis that could cost your practice time, money, and patients.

Conclusion

Ideally, your new medical practice technology should meet each of the above requirements, or else you may not obtain your desired results or return on investment.

An example of a practice technology platform that encompasses all six of these factors is [Klara's conversational engagement platform](#). Klara has a patient adoption rate of 84% and improves operational efficiency for practices by automating key touchpoints across the patient journey, as well as transforming high call volume into messaging designed for HIPAA-compliant practices.

In addition, Klara interfaces with a variety of EHR systems including ModMed®, athenahealth, Nextech, Greenway Health, Allscripts, AdvancedMD, and more. Klara also provides actionable reporting that provides visibility into staff engagement and productivity, patient adoption and satisfaction, video visit frequency, and appointment reminder performance. Lastly, Klara provides dedicated support and customer service for all customers.

It is important to choose a technology product that includes all of these six factors like Klara does in the example above. After reviewing a technology product, if you find it is lacking in any of the above six areas, you should contemplate removing it from your consideration and continue looking at other products. In addition, ensure that all decision-makers conduct thorough due diligence in advance, as early in the selection process as possible, to ensure that you don't waste time reviewing a technology that doesn't deliver the needed results for efficiency, effectiveness, quality, and cost savings across your entire organization.



Get started with Klara and book a demo to learn how we enable medical practices to improve operational efficiency and the patient experience.

[Book a demo](#)