CHIROTOUCH CASE STUDY

Small Business Professional Services Company

Introduction

This case study of a small business professional services company is based on a December 2018 survey of ChiroTouch customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select ChiroTouch:

- Selected ChiroTouch software for the following reasons:
    - Improve in-office workflows such as billing, scheduling and case management
- Was using a combination of different software (billing/scheduling) and paper-based methods prior to ChiroTouch.

Use Case

The key features and functionalities of ChiroTouch that the surveyed company uses:

- Has a Insurance practice.
- Decided to use ChiroTouch because of the following:
    - A referral from a friend or colleague
- Is using the following ChiroTouch products and services:
    - ChiroTouch E.H.R. Practice Management Software
    - CTProClear clearinghouse service
    - CTProBill revenue cycle management solution
    - CTSecure daily backup
- Decided to purchase ChiroTouch for the following features:
    - All-in-one dashboard
    - Unlimited phone and chat support
    - Personal 1-on-1 training
    - Ease of use
    - On-premise solution (vs. a cloud product)
    - Quantity of pre-set Macros, office reports, stats and analytics
    - Implementation process that is manageable and clear

Results

The surveyed company achieved the following results with ChiroTouch:

- Has seen the following benefits from using ChiroTouch:
    - More personal time
    - Staff is regularly caught up on charting / SOAP notes
    - Improved staff communication
    - Less hassle vs. paper-based systems
- Has seen the following level of improvement in their practice since using ChiroTouch:
    - billing: exceptional improvement
    - scheduling: exceptional improvement
    - patient flow: exceptional improvement
    - claims: exceptional improvement
    - charting / SOAP Notes: exceptional improvement
- Rated their satisfaction with the following Support Department aspects:
    - technical expertise: exceptional
    - wait times: exceptional
    - friendliness: exceptional
    - total chat support experience: exceptional
    - total phone support experience: exceptional
- Reports that ChiroTouch's 15-second SOAP notes save them 20-40 hours per month.