

Embracing Technology to Capture Patient Data & Improve Patient Outcomes

*“Technology
can help you
better
understand the
strengths and
weaknesses of
your practice.”*

Most patients are accustomed to receiving a clipboard and paper questionnaire to fill out when checking in at their physical therapy clinic. But what about an iPad?

In an effort to better understand patient satisfaction and outcomes, one group of physical therapy and occupational therapy clinics has eliminated the use of a traditional paper health status questionnaire. Instead of filling out a paper questionnaire, AthletiCo patients use an iPad to fill out their initial health status questionnaire.

A health survey is also filled out by a patient at mid-treatment and discharge. Repeating the survey throughout treatment provides information about a patient’s progress, the need for treatment modifications, overall improvement and a patient’s satisfaction with the treatment received.

The information gathered on the iPad combined with the [FOTO®](#) data collection service enables AthletiCo to better measure patient outcomes and patient satisfaction. The technology allows AthletiCo to look at the data by region or nationwide to determine how well some clinicians are doing and see areas that need improvement. The information is built around patient’s feedback and really provides a clear picture into how each clinic is performing.

One concern with making the switch from paper surveys to a computer format was with patients who are not comfortable working on a computer. President and Founder of AthletiCo, Mark Kaufman, PT, ATC believes the technology was well received by patients of all ages. The large, user-friendly, intuitive interface on the iPad makes it easy for patients to input their information.

Beyond being able to gain a better understanding of your business, an electronic patient data capture system provides additional benefits.

Physical therapists no longer have to dig through a paper file to find specific information. Files are accessed online and a simple search allows staff to find specific information in an instant. The need for support staff to input patient information into the systems is reduced as well.

The electronic patient data collection also allows physical therapists more time to focus on the patient instead of paperwork. Information is also easier to share with other physical therapists at any clinic location.

*“To make
improvements,
you need to
first benchmark
where your
business stands
today.
Technology
helps you do
this”*

To learn more about using an iPad and FOTO technology at your practice by listening to the full podcast with Mark Kaufman, PT, ATC, AthletiCo Founder and President at PTTalker.com.



About the Author

After helping design and market the first preventative knee brace for football players as an Athletic Trainer at Iowa State University in the late 1970's, Jeff has made physical therapy equipment his passion since 1986. He launched Advantage Medical in 1994 with a commitment to help Physical Therapists and rehab professionals improve clinical outcomes as well as save time and costs through pioneering, creative solutions. Jeff's entrepreneurial approach keeps Advantage Medical and its clients at the forefront of innovations and best practices in the PT industry.

Jeff was also one of four original founders of the National Medical Alliance in 1988 which later changed its name to Motion1. He served as the Chief Operating Officer for 10 years and was instrumental in its growth and reputation as a leading supplier to independent rehabilitation distributors across the country. He is also the host of the long running podcast "PT Talker" featuring a physical therapy expert for listeners every week. Subscribe to the free, informative broadcast designed to help therapists grow their business at www.PTTalker.com

About Advantage Medical

Advantage Medical was established in 1994 to meet the growing needs of rehab professionals in a variety of medical disciplines. Advantage Medical has become a leading provider of expert advice as well as quality therapy equipment and supplies, offering innovative solutions to challenges faced by physical therapists, clinic directors, chiropractors, athlete trainers and other medical professionals.

In October of 2010, Advantage Medical joined the family of Scrip Companies of Bolingbrook, IL as an operating division. Now with access to a wider variety of products and large scale purchasing power, Advantage Medical is poised to raise the level of value we bring to our clients. Scrip Companies serves markets in massage therapy, chiropractic, spa and now physical therapy.

About PT Talker

Stay up-to-date on the latest industry trends and news by connecting with a community of your fellow experts. Advantage Medical's PT Talker is the online resource for business news and ideas for physical therapists. Our podcasts, blog and newsletters keep you informed with new ways to help grow your business, save time, provide improved clinical outcomes or lower costs. Review updates on the newest equipment and products, find tips and techniques for improved patient outcomes, and hear from other clinics about their best business practices. You'll find everything you need to stay ahead of the curve in physical therapy at PTTalker.com.