

## McMillan Chiropractic: Solution for a growing practice

**McMillan Chiropractic Centre** is a major provider of chiropractic and broadly based natural healthcare in the Gippsland region of Victoria servicing some 1200 client visits per week. With clinics in Sale, Bairnsdale and Traralgon McMillan Chiropractic Centre is part of the Abundant Health Group Pty Ltd.

Chiropractors are among the most visited Australian healthcare practices after GPs and dentists.

For Dr. Jason McMillan and Dr. Meaghan McMillan professional life is all about delivering high quality health outcomes with a positive impact on the general health of the community they serve. Nine chiropractors, three massage therapists, three psychologists plus acupuncturists and naturopaths provide their clients across the region with helpful information and choices in their personal health management.

The success of McMillan Chiropractic has been driven through organic growth as well as acquisitions of regional practices.

“There’s a growing trend towards multi-site and multi-disciplinary health practices” said Dr. Jason McMillan. “The reasons are varied and range from delivering better quality and more consistent health care to the community through to economies of scale and business efficiencies. Consolidation has many benefits for our clients as well as for the business. It’s not a new phenomenon. Many other professions, including medicine, have also gone down this path. Australians are becoming more interested and more involved as decision makers in their own healthcare and we need to provide the community with comprehensive services that cater to all aspects of their health.”

“But with growth comes risk.” continued Dr. McMillan “The management of larger practices becomes more complex and there’s challenges for staff and the support systems to properly take advantage of the opportunities offered by larger practices.”

“We knew we needed a practice management system that could handle our current business as well as providing a platform for planned growth. We wanted an up to the minute system that would not fail us as we expanded.”

“At the same time we had a firm view that we should look for the best in electronic note taking and clinical records - a paperless system with real time availability across all practices of all client data, including clinical records and diagnostics. This would help us towards our aim of effective and consistent client care. The incorporation of imaging into the client’s electronic health record would be critical.”

“With that in mind, we wanted our practitioners to enhance the quality of their clinical notes but to spend as little time as possible doing so and to spend the extra time with our clients.”

“It’s common for clients to visit more than one of our clinics. Having their complete clinic records, notes and x-rays available in every clinic would be ideal and save countless hours moving files around, not to mention in staff filing.”



With locations in the Gippsland area of country Victoria, McMillan Chiropractic needed a solution to manage day to day operations and lay the foundations for planned expansion.

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## *What were the options?*

"As we stood, we had a variety of programs across the clinics and this gave us an excellent chance to make a call on their respective capacities as we put them through their paces."

"One option for McMillan Chiropractic was to have a standalone program in each clinic. We in fact trialed that for 12 months. It just didn't make sense as a long term solution. Not only would there be multiple programs to maintain, but we'd need to spend hours every month combining management statistics from each system into a single set of reports. It also resulted in significant hours of wasted time compiling pay summaries for practitioners"

"We'd have no flexibility in moving staff between clinics, training would be confusing and we'd miss out on the ability for staff at one location to handle bookings and other front desk duties for other clinics. In fact too many of the operational benefits in having a multi location practice would be lost"

"It was clear we needed a single system offering more features and sophistication than what was available in any of our current programs."

"We talked to the providers of our current programs and looked closely at other practice management applications on the market both locally and internationally over a 12-18 month period. Our requirements didn't seem too unique and we had imagined there'd be a number of practice management solutions to choose from."

"What we actually found was that while many of them could deliver do a point, we wanted a total business solution – especially for our operating needs which centred on clarity of information for management and accountability around the relationship between our clinics and our clients.



"Only Visual Outcomes was able to offer the solution that had all the boxes ticked."

## *Deciding on Visual Outcomes:*

"We discussed our needs thoroughly with Visual Outcomes before we contracted them to provide an enterprise level system to manage our practice." Said Dr. Jason McMillan.

"The team at Visual Outcomes understood our specific requirements and helped enormously in the installation stages. They also understood our IT and networking requirements. They were able to not only provide what we needed, but actually listened to our feedback and together we were able to confidently launch Visual Outcomes across our business." Said Dr. Chris Long, team leader for the project and a practitioner at the McMillan Chiropractic's Bairnsdale clinic.

"Visual Outcomes provided initial training on-site and followed with detailed training via the Internet. Their focus along the way was the delivery of a complete solution – not just a piece of software. They have been readily accessible with experts from each aspect of the program to ensure that we were able to confidently and competently move forward with a true business asset." Said Dr. Long.

"Visual Outcomes is the premier solution for the comprehensive management of chiropractic and allied health multidisciplinary healthcare practices.

"I can't put it more clearly than that."

**Dr. Jason McMillan**  
**McMillan Chiropractic Centre**

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## *Progressive roll out.*

Visual Outcomes 9 allows multiple clinics to connect to a single server via VPN (Virtual Private Network). In the case of McMillan Chiropractic, a Dell PowerEdge running SBS 2003 Premium Edition forms that backbone of the system.

While all data is stored centrally on a Microsoft SQL 2005 Server, Visual Outcomes is heavily optimized for remote connections.

"The implementation in each clinic simply requires the connection of PC's to the server via VPN and running a short client install." Commented Dr. Long.

A progressive rollout of Visual Outcomes started in the Bairnsdale clinic where client data was stored on a Platinum System program and continued till all clinics were running Visual Outcomes.

"We made sure each clinic was up and running before moving on to the next one."

A key point of the implementation was the transfer of patient records from the variety of Smartsoft Front Desk and Platinum Systems practice management programs in the clinics.

Each clinic's existing client data was copied into Visual Outcomes. Special custom conversions were developed to move not just client details and notes, but documents and even digital X-rays.

"The data conversion for the Traralgon clinic was especially complex due to two practices being merged in the one location just prior to the conversion to Visual Outcomes. Lots of clients had visited both practices. Visual Outcomes was successfully able to merge to a single client record." Continued Dr. Long.

## *The Result.*

"The staff love using the software" said Dr. Meaghan McMillan.

"We're already seeing increases in staff efficiencies at the front desk and the ability to manage appointments of any clinic from any location is going to further streamline operations. We are delighted with the information available to us in communicating with our clients."

"The ability to track clients through their course of care and to account for those who miss an appointment, cancel, reschedule or drop out of care is far better than any other system on the market."

"We moved from paper based file notes to being a fully paperless business within a couple of weeks and have done so despite being fully booked. As a result, we have been able to save our staff from doing impersonal and time consuming tasks like filing and move them into more productive roles involving client interaction, providing a higher level of efficiency, accountability and job satisfaction."

"The reporting features of Visual Outcomes are going to save me hours a month and give me invaluable insights into the business. I can now easily look at aspects of the business performance that I've never been able to before." Said Dr. Jason McMillan.



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**Dr. Meaghan McMillan**  
**McMillan Chiropractic Centre**

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“We have also been able to show our practitioners how to be more accountable for their clients with quick reports that they can produce themselves. On the professional level, the clinical records are superb and will assist us greatly in the delivery of healthcare to our clients.”

“Due to the ease and efficiency, I am finding that I am keeping more comprehensive file notes and are more aware of all aspects of client care due to the comprehensive display of each client's record including clinical and personal notes as well as reports and diagnostic images”.

## *The future.*

“We no longer feel our business decisions, and the way we structure our operations, are driven by what our software can and can't do. Visual Outcomes provides a pathway for further acquisition and growth. We feel comfortable knowing we can roll out systems and take over the management of existing practices with a minimum of disturbance to the business.”

“We have a far greater level of control and knowledge of the performance of the practices, more control over client progress through care, more staff accountability and efficiency, easy interaction between practices and the most comprehensive, sophisticated and efficient file note system on the market.”

“Visual Outcomes does everything we needed to do to run our business with the highest level of efficiency possible. It has delivered on all promises to the extent that I am confident that future expansion will involve the immediate installation of Visual Outcomes. “

## *The bottom line.*

“Visual Outcomes is the premier solution for the comprehensive management of chiropractic and allied health multidisciplinary healthcare practices. I can't put it more clearly than that. “

“I am confident in recommending it to anyone who wishes to advance their practice in the way we have at McMillan Chiropractic Centre.”

“I can't wait to analyse the stats over the coming months to see the growth that will result from the addition of Visual Outcomes to our practices.” Concluded Dr McMillan.

**Dr Jason McMillan is happy to discuss his experience and use of Visual Outcomes in his clinics with other health professionals.**

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