



ROLE

EMPLOYER: Self, Small Practice Owner

TOTAL YEARS EXPERIENCE: 32

PRACTICE SIZE: 5

KEY RESPONSIBILITIES: Collaborates with the primary healthcare team to provide patients with primary medical care services within the standard of care for Internal Medicine patients.

MOTIVATIONS

1. Support local population health through preventative, proactive care and patient health education.
2. Streamline operations across primary healthcare team to optimize time spent directly working with patients.
3. Modernize the small practice by moving away from paper-based records into an EHR and better understanding the scope of CMS programs.

DAY IN THE LIFE OF



Patient
Care



Order
Tests



Analyze
Results



Review
Studies

WEB SAVVY

low  high

CHALLENGES

- Anxious about applying CMS measures appropriately to patient care
- Requires additional validation for CMS measures due to specialty or unexpected cases, like COVID
- Financial consequences of submitting data incorrectly could be devastating to a small practice
- Limited time outside of patient care

SELF-SERVICE PORTAL OPPORTUNITIES

- Overview content for CMS programs and websites
- Timeline view of program phases
- FAQs for non-account specific questions
- Quick links for common tasks (password reset)
- Content organized by provider type

TOPICS OF INTEREST

Program Requirements

Measures

Scoring

My priority is working directly with patients. I rely on my staff to understand the ins-and-outs of CMS programs, but I'm dedicated to learning too.

