



Better Google Visibility With Tebra

Robert A. Krause, MD, has been in family practice for 40 years in small-town North Carolina. From his office in a traditional house, he treats mostly older rural residents, fishermen and military families stationed at nearby Marine Corps Camp Lejeune.

Ever since medical school, he has been a fan of digital recordkeeping, and found creative ways to use early database tools to avoid the perils of paper. He stuck with his standalone systems for a long time, because he felt they were meeting his needs.

It took his wife's urging, however, to convince him to check out an integrated solution for his office. After careful research, he selected Kareo as being best for a smaller practice. "I've been very happy with both the clinical and billing aspects of Kareo," says Dr. Krause.

CHALLENGE

Improve Online Presence—and Reputation

Although Dr. Krause already had a website, he wasn't getting much traffic. Also, he'd gathered only 30 reviews over the past 10 years. Oddly enough, these were either five stars or one star—and nothing in between.

"My long-term patients were very pleased with the treatment they received. They tended to be elderly, and probably gave me five stars because they believed I was keeping them alive," he jokes.

"But I was getting one-star reviews from younger people, who wanted a more modern online experience. They preferred to find a doctor using an online search, using comparative assessments by other patients. Also, they didn't want to spend time on the phone to make an appointment. It's funny, but some of my older patients saw those low ratings, and came in just to check for themselves if my care was still good. I realized it was time to get some help."



We've had 798 messages in PatientPop in just four months. That means we're replacing almost 50 phone calls a week.

Robert A. Krause, MD



RESULTS



1,500 website visits in 4 months



798 messages in 4 months, replacing phone traffic



98% patient satisfaction rate



25% fewer no-shows



61 new online reviews in 4 months



15 new patients in 4 months



4.9-star average online reviews (up from 1.9 stars)

SOLUTION

PatientPop for Google Searches and Reputation Management

When Kareo announced they were merging with PatientPop, Dr. Krause saw a possible answer. "By creating a better website for us, and managing search engine optimization, I realized that PatientPop could help enhance my reputation. I liked the fact that it integrated with Kareo, so we wouldn't need to change anything in the office. I decided to give it a try."

Today Dr. Krause has a seamless system using Kareo and PatientPop, now united as Tebra.

When potential patients do a Google search, Dr. Krause's practice appears prominently in a block on the right. A single click takes visitors to his website, where they can book a consultation and read reviews. The system also sends out text reminders for appointments. "My new Tebra system is very attractive to younger people. It does everything it's supposed to."

His new PatientPop website has generated an astounding 1,500 hits in just four months, resulting in 61 new reviews and 15 new patients. His online rating is now 4.9 stars out of 5. He also has reliable PatientPop statistics that document the improvements.

RESULTS

Streamlined Practice

"Having patients set up their own appointments frees up a lot of phone time for our receptionist, so she can do more productive tasks like triaging and doing postings. Overall it makes us be more productive while maintaining a smaller staff—an essential because we're spread pretty thin here," says Dr. Krause.

"Our new system has also opened up more time for me to spend with patients, which is what we all want. Instead of micromanaging data flows, I can look at the patient in front of me. In addition, the systems give me more time for the business side of the practice."

Text reminders have reduced no-shows by 25%, meaning that his workflow is smoother and he makes even better use of available time.

He predicts that efficiencies from the system will allow him to see two additional patients a day once the effects of pandemic have tailed off.



“Our new system has opened up more time for me to spend with patients, which is what we all want.”

Robert A. Krause, MD

More Thorough Care

“The face sheets in Kareo are excellent,” Dr. Krause notes. “The coding is very helpful and thorough for diagnoses. I like being able to attach lab results and correspondence from specialists right in the patient’s online chart. The prescription tool in Kareo keeps getting better and better. I’ve stopped writing scripts by hand, since even controlled substances can now be sent electronically.”

Dr. Krause feels that the Tebra system has improved the quality of his care. “When it comes to diagnosing, it helps to have Kareo’s problem list to balance against what the patient is saying. When someone comes in, I click on vital signs and then go to assessments, checking the ones I think are still relevant. Most often the presenting issue is related to issues from the past, so it’s important to compare current symptoms with previous ones. If it’s something new, I can easily make a new code. It’s so helpful to have everything at my fingertips.”

Fewer Phone Calls, More Visibility

“One impressive statistic is that we’ve had 798 messages in PatientPop in just four months. That means we’re replacing almost 50 phone calls a week, for everything imaginable from referrals to prescription refills,” Dr. Krause says.

“Google is your only ticket to visibility these days,” he concludes. “Our new system with Kareo and PatientPop prepares us for the future with a very visible web presence, the online options that younger patients demand, and greatly improved reviews. We now have a 98% patient satisfaction rate. I’m really glad we made the move.” ✨

Learn how Tebra can help your practice thrive.

Go to tebra.com/demo.



Built on the Strength of Kareo + PatientPop