

## Biomedix: Empowering DPM's to Meet and Exceed the Demands of the Current Healthcare Landscape

By Meg Heim, Vice President of Marketing, BioMedix™

Today's podiatric physicians are challenged to increase cost-effectiveness, streamline information management and ensure the highest quality of care while continuing to advance their practices. For BioMedix™, a Saint Paul, Minnesota-based medical device and software developer, these challenges have been an invitation to innovate. Podiatric physicians partnering with BioMedix™ are empowered to meet and exceed the demands of the current healthcare landscape. A long-standing commitment to the establishment of a more accessible community-based care model and a determination to address disparities in health information management have been the driving force behind BioMedix™ since the company's start 14 years ago. Ensuring the success of their physician and hospital clients is integral to achieving this goal. The company has consistently met the ever-changing needs of the podiatric practice by providing superior support behind high quality products and services. This suite of solutions that connect podiatric physicians, primary care physicians, specialists, hospitals and health systems continues to



prevention of amputation and improvement of P.A.D. outcomes. Podiatric physicians are ideally positioned to detect vascular disease at its earliest stages utilizing the PADnet™ + . As a part of the BioMedix™ collaborative care model, a non-invasive PADnet™ + vascular testing program provides significant value to both patients and providers. PADnet™ + uses automated means to obtain Ankle-Brachial Index (ABI), Toe-Brachial Index (TBI) values and Pulse Volume Recording (PVR) waveforms. This technology offers reliable results while reducing chances for technical error. Testing can be completed without leaving the podiatry office, eliminating the necessity for a special trip to a hospital or lab. Thanks to PADnet™ + and its unique capability to connect testing physicians with specialists who interpret tests remotely via the web, valuable relationships between providers across the stages of disease detection and treatment are created. Follow-up communication, such as long-term wound care plans

developed for a patient returning to the podiatric physician after a vascular procedure, leads to better care. A strong focus on ongoing development, support and raising the awareness threshold of vascular disease keeps the company and its products moving forward. As the detection and care network expands, the technology evolves. Regular updates are offered to ensure maximum ease of use and the highest level of data protection to support HIPAA-compliant practices.

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expand. BioMedix™ Health Information Technology (HIT) software, vascular testing system, Electronic Health Record (EHR) and practice management software, and cloud-based services work together to enable optimal medical care.

### PADnet™ +

BioMedix™ recognizes the integral role of the podiatric physician as the front line for the detection and management of Peripheral Artery Disease (P.A.D.) and Chronic Venous Insufficiency (CVI). They are essential in the development of a more connected care system surrounding diabetic and other high-risk patient groups. Recent studies have confirmed the importance of the involvement of the podiatric community in

### TRAKnet™ PM—DPM Edition

TRAKnet™ PM—DPM Edition is a comprehensive practice management and EHR solution, designed by and for podiatric physicians. The software's head developer and Chief Software Technologist Scott Leum, DPM contributes the perspective of a podiatric physician into the development process. This customizable system includes charting, scheduling, inventory management and e-prescribing, and it evolves with the needs of the podiatric community. TRAKnet™ PM—DPM Edition is 2011/2012 compliant and has achieved complete certification by the Certification Commission for Health Information Technology (CCHIT™), an ONC-ATCB.1 The certification enables podiatric physicians to qualify to take advantage of meaningful use incentives and assures them of the outstanding quality of the program. The cloud-based option allows users to log in to TRAKnet™ PM—DPM Edition from any computer with

## Biomedix (continued)

a secure internet connection. Whether hosted or locally installed, all TRAKnet™ PM—DPM Edition clients have the opportunity to take advantage of exciting program updates, new ancillary products and service. BioMedix™ is also the exclusive industry distributor of the American Po-

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diatric Medical Association (APMA) Coding Resource Center (CRC) online coding and reimbursement reference. Integrating this invaluable resource into TRAKnet™ PM—DPM Edition brings real-time coding updates into podiatric practices on demand, providing a single source of coding information that is both convenient and economical.

#### Support and Training

BioMedix™ also offers extensive supplemental training programs and resources. BioMedix™ partnered with Collaborative Practice Solutions, LLC (CPS) to enhance the TRAKnet™ PM—DPM Edition package. Led by respected podiatric physician, speaker and author John Guiliana, DPM, MS, and a team of physicians and administrators, CPS helps offices make the imperative transition to EHR as smooth as possible. The CPS team brings peer-to-peer guidance and planning to the implementation process. With CPS, TRAKnet™ PM—DPM Edition adoption is optimized through pre-implementation analysis of practice workflow and a customized plan for easing the change. BioMedix™ furthers their practice management and EHR support with the TRAKnet™ PM—DPM Edition “Super Users” meetings. Co-sponsored by the American Academy of Podiatric Practice Management (AAPP), the Super Users meetings bring new users together to introduce best practices, tips and tricks for maximizing success and productivity. As obsolete processes are replaced, paperwork is reduced, repetitive work eliminated, mistakes minimized, efficiency optimized and time spent with patients maximized.

Additional resources are available 24 hours a day at the BioMedix™ website, including live online courses taught by expert trainers and a series of interactive instructional videos that provide a hands-on experience with the program interface. Educational webinars, including quarterly American College of Foot & Ankle Orthopedics & Medicine (ACFAOM) co-sponsored Continuing Education (CE) webinars, address issues such as P.A.D. testing in diabetic care, meeting meaningful use and understanding HIPAA compliance.

#### Looking Forward

The company has a clear vision for the collaborative care model to demonstrate how effective healthcare reform and delivery methods can be implemented. On July 19, 2011, a U.S. Patent for the model entitled “System and Method for Testing for Cardiovascular Disease,” was issued, crediting BioMedix™ President & CEO John Romans as inventor. Over 450,000 studies have been performed and interpreted using the PADnet™ + system (a key component in the model) since the start of the program in late 2004. Facilitation of partnership between primary care and specialists in the detection and management of vascular disease is at the heart of the model. Taking advantage of the specialists’ expertise while still allowing testing to be easily performed at a variety of locations makes it more accessible. It creates shared responsibility and awareness for caring for the complete health of patients. Those who adopt this forward-thinking strategy stand to benefit from improved outcomes and a better experience for both patients and providers.

With PADnet™ + and TRAKnet™ PM—DPM Edition, podiatric physicians have a complete solution to create a podiatric center of excellence. These products keep advancing, making coordination across providers and stages of disease management easier, and guaranteeing exceptional value for healthcare

communities who play a vital role in shaping the delivery of care. When they are used as a part of the collaborative care model, the highest level of care can be achieved. BioMedix™ will continue to push podiatric

practices to lead the P.A.D. awareness movement and embrace their roles as key players in the detection of disease and prevention of amputations. To improve the outlook for patients with vascular disease, podiatric physicians and specialists need to work together to identify those at risk, appropriately test and diagnose as early in disease progression as possible, and track patients as they move through a seamless care continuum of the

### The CPS team brings peer-to-peer guidance and planning to the implementation process.

most appropriate, evidence-based care. Using its platform of connected products linking care providers around fragmented disease states, BioMedix™ continues on its mission to streamline healthcare delivery and impact patient care.

For more information about BioMedix™ and its suite of innovative products, call 877-854-0014, email [info@BioMedix.com](mailto:info@BioMedix.com), log on to [www.BioMedix.com](http://www.BioMedix.com), or circle #158 on the reader service card.

1. Vendor Name: BioMedix; Date Certified: 10/28/2010; Product Version: TRAKnet Practice Management Software 2.0; Unique Certification ID: CC-1112-101360-2; [www.TRAKnetDPM.com](http://www.TRAKnetDPM.com).

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