What is a CloudChiro?

A CloudChiro is a doctor in the chiropractic field who utilizes web based solutions to market, manage, and bill for their practice. A CloudChiro is able to generate highly targeted and profitable patients to their practice utilizing cost effective online methods. They are able to manage patient relationships from any mobile device utilizing web based software. Last but certainly not least, a CloudChiro is able to communicate information in real time to their in-house or outsourced billing team for quick and easy electronic claim submission. A CloudChiro's staff is able to work efficiently with cloud based technology such as automatic insurance eligibility verification and automatic electronic EOB posting. These necessary features can save a chiropractor's staff up to 20 hours per week!

Why should I run my practice in the cloud?

A cloud practice operates up to 5 times more efficiently than a traditional practice.
High office efficiency equals high profit margins. What could possibly be a better reason to become a CloudChiro than higher profits and better office production? The list below describes the benefits of utilizing cloud based software to market, manage, and bill.

1. Low start up costs.
2. No clunky hardware or pesky updates are required when utilizing a cloud based practice management software. The software company provides free and automatic updates, and support to all users as a part of their monthly subscription fee.
3. Data is safer when managed by a cloud based infrastructure. All quality cloud based chiropractic softwares have bank level security and meet HIPAA requirements.
4. Data disaster recovery:
    a. Employee is fired and deletes a month's worth of claims. Most cloud based softwares will allow the admin to revert to a specific point in time.
    b. Fire burns a chiropractic clinic. The chiropractor could be up and running next day if utilizing a cloud based software.
5. Access to all marketing, EHR, and billing information from any mobile device 24/7.
6. Google analytics: easily identify keywords that patients in the area are searching (target treatments with the highest paying CPT codes).
7. On page SEO: A chiropractic website should target the ideal keywords with content including, but not limited to, blog posts, videos, press releases, E Commerce, whitepapers, and free reports.

8. Website conversion: A chiropractor's website needs to be able to both educate and convert a visitor into a patient. It is vital that a chiropractor's website allows the visitor to communicate with the office in several ways, including scheduling an appointment.

9. Off page SEO is often a great way for chiropractors to use the web to link to their ideal patients. Paid advertisements are also a great way to target traffic and track results. Social media marketing is another off page strategy that should be utilized for patient relationship management.

10. With the right cloud based software, a chiropractor should be able to utilize online scheduling features right from their website, or if someone calls the office. Scheduling from a smartphone should be made readily available.

11. A quality chiropractic website should allow users to verify insurances electronically. This feature saves office staff up to 30 minutes per verified patient.

12. Easy patient management: A quality chiropractic software should give the doctor and staff complete insight into a patient's demographic and billing information whenever it's needed.

13. Controlled office flow. A quality chiropractic software should allow the doctor and staff to know where every patient in their office is at all times. Scheduling and EHR information should transfer in real time with the chiropractor's billing application. It's ideal to have all of these features in one application.

14. A quality chiropractic software should allow the doctor to completely customize the EHR experience. We've seen chiropractors with SOAP set ups that take as little as 30 seconds to fill out per visit.

15. Quality practice management software should allow the office staff and doctors to easily instant message and manage tasks.

16. Electronic claim submission: A chiropractic software should allow the users to submit claims electronically.

17. Automatic electronic EOB posting: This feature can save office staff up to 20 hours per week.

18. Patient invoices and AR reporting should be processes managed in the chiropractic software.

19. Denials management should also be processed and re-sent easily via the chiropractic software.

20. Patients should have access to a patient portal on the chiropractor's website with access to all billing, scheduling and additional educational material.

21. A quality chiropractic marketing software should send a thank you text and email after specific patient visits. The text and email should include an offer for additional treatment or products… as well as a request for the patient to leave a review on google. Chiropractors who have over 50 positive reviews on google places are on average 3-5 times busier than their competition.

22. A quality chiropractic marketing software should send out automatic birthday emails, practice newsletters, monthly offers, etc.

23. A quality chiropractic marketing software should also try to re-engage stale patient relationships with offers. Example: if a patient doesn't finish their treatment plan, automatically email within 2 weeks of inactivity. There are numerous other scenarios that can be automated.

A Cloud Practice is a Best Practice

Market, manage, and bill from the palm of your hand. Adopt a full circle cloud solution to improve workflow and increase productivity in the office. Free time for staff to concentrate on revenue generating activities. Target market and attract the patients you prefer. Submit claims more efficiently and raise reimbursement payments. The improvement in office productivity will be reflected financially. **A chiropractor who utilizes web based tools to market, manage, and bill operates a clinic 5 times more profitable than a traditional clinic.**