Software Advice BuyerView: Medical Practice Management

Insight into today's software buyer

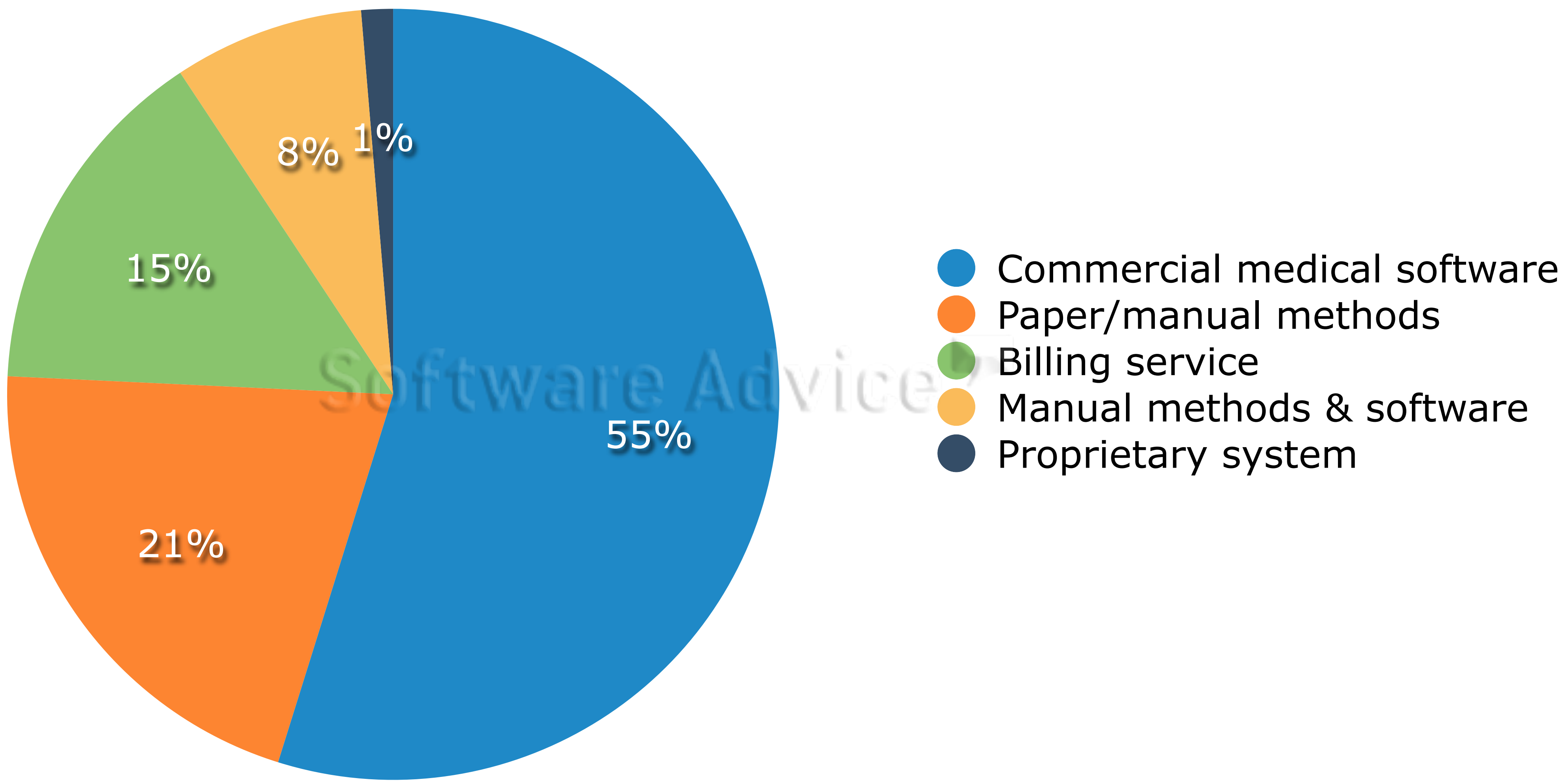
Software Advice™

Abstract

Software Advice talks regularly with medical offices looking for the right practice management (PM) software for their practices. We analyzed a random selection of 385 of these interactions from 2014 to uncover physicians' most common pain points and their reasons for purchasing new software.

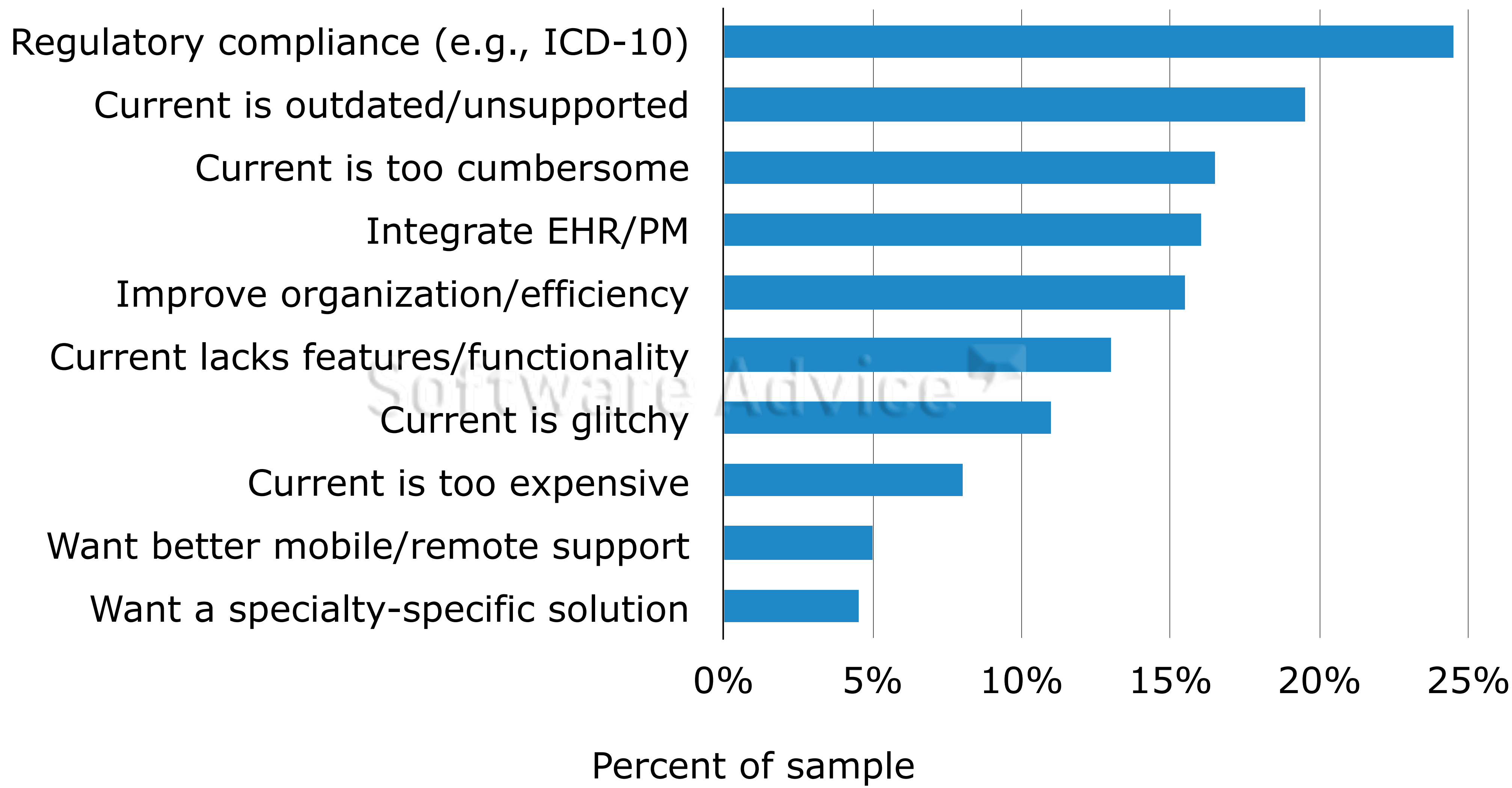
- Most practice management software buyers are replacing existing medical software.
- Regulatory changes, such as the switch to ICD-10, are primarily driving software replacements.
- Practice management software buyers prefer Web-based solutions over on-premise systems.

Most Buyers Are Replacing Existing Medical Software



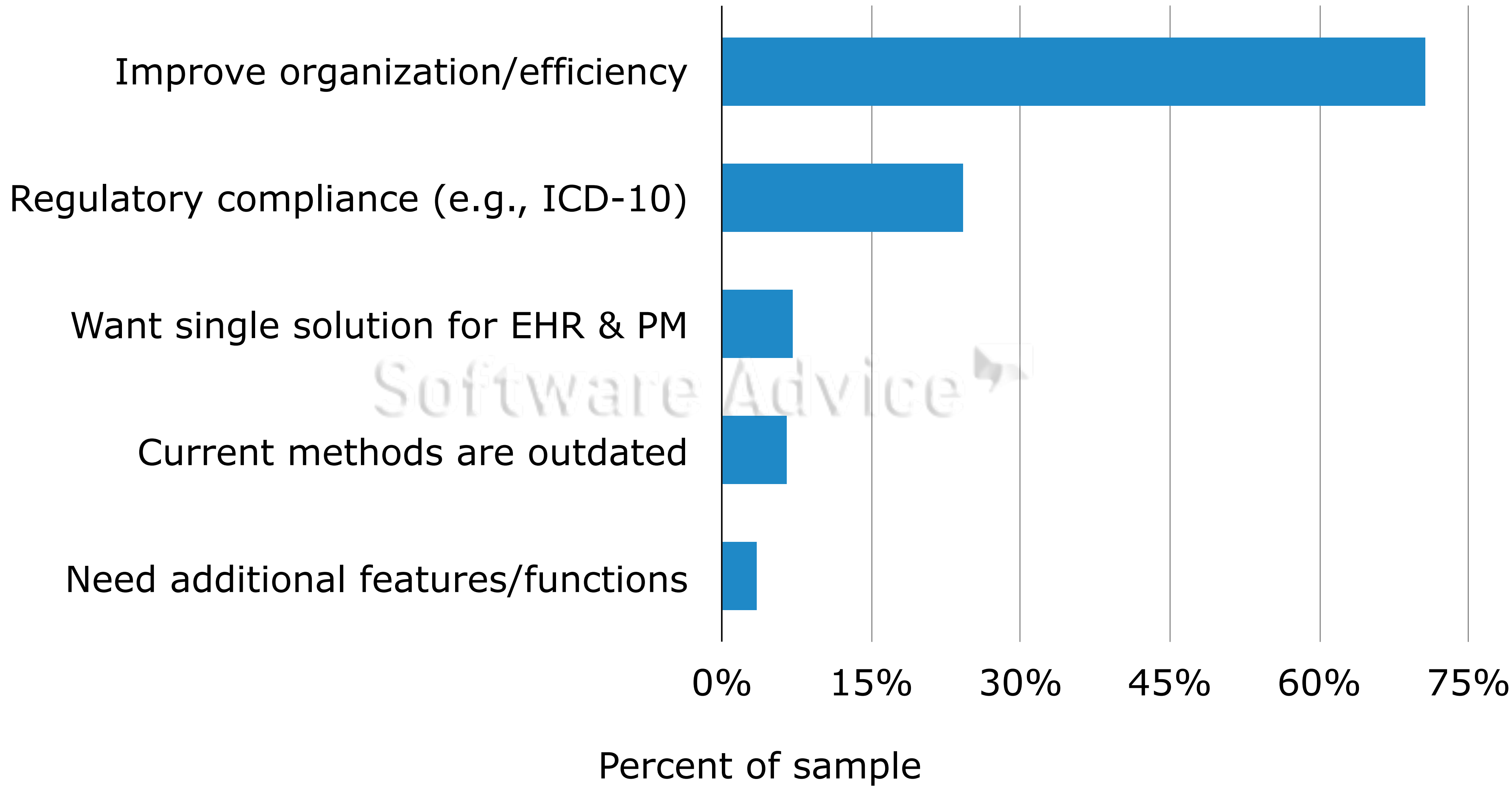
Most of the buyers we spoke to—55 percent—were already using a commercial practice management software product in their practice.

ICD-10 and Regulatory Compliance Drive Replacements



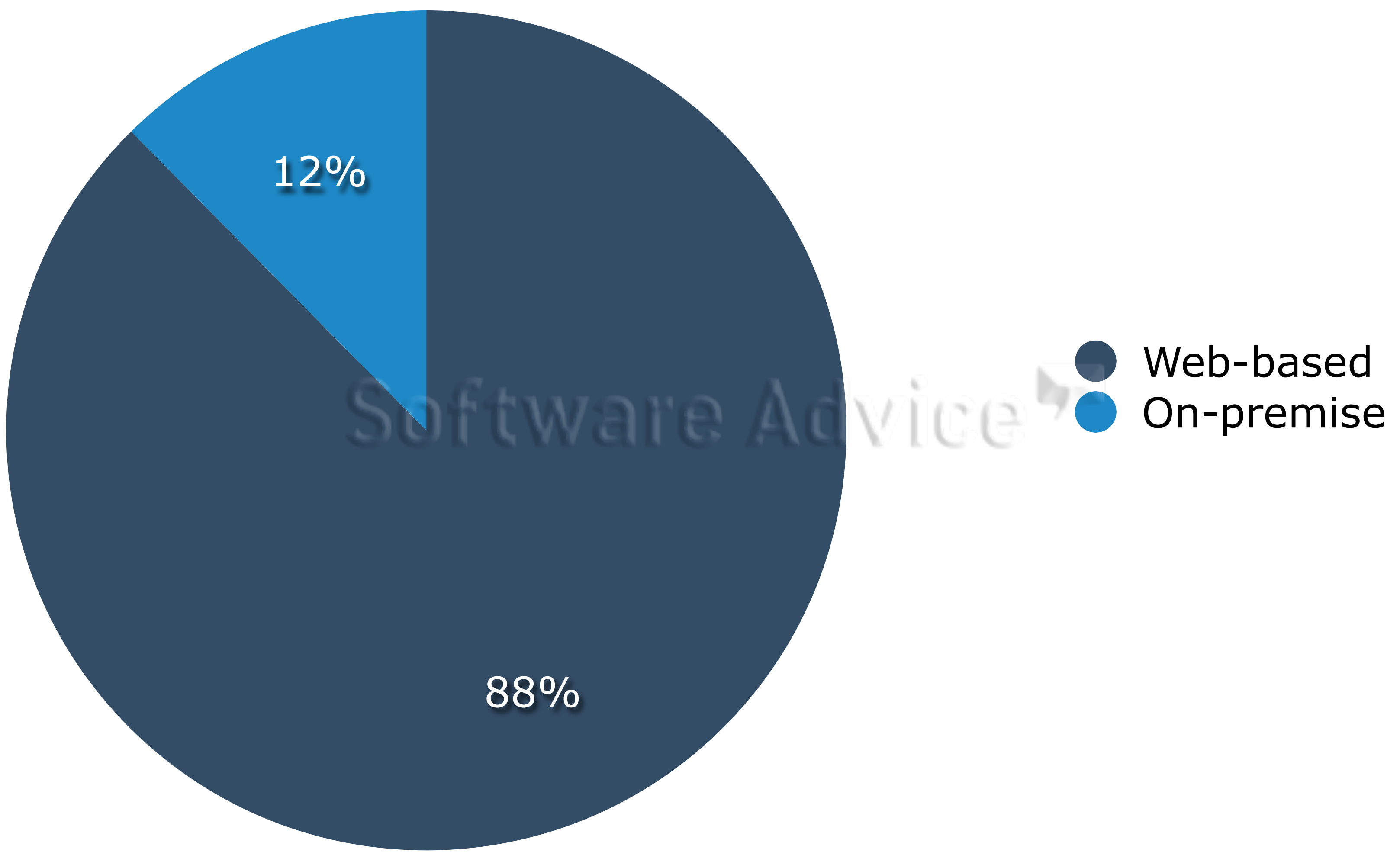
The most common reason buyers cited for wanting to replace an existing practice management system was their current solution not being ICD-10-ready.

First-Time Buyers Want Organization and Efficiency



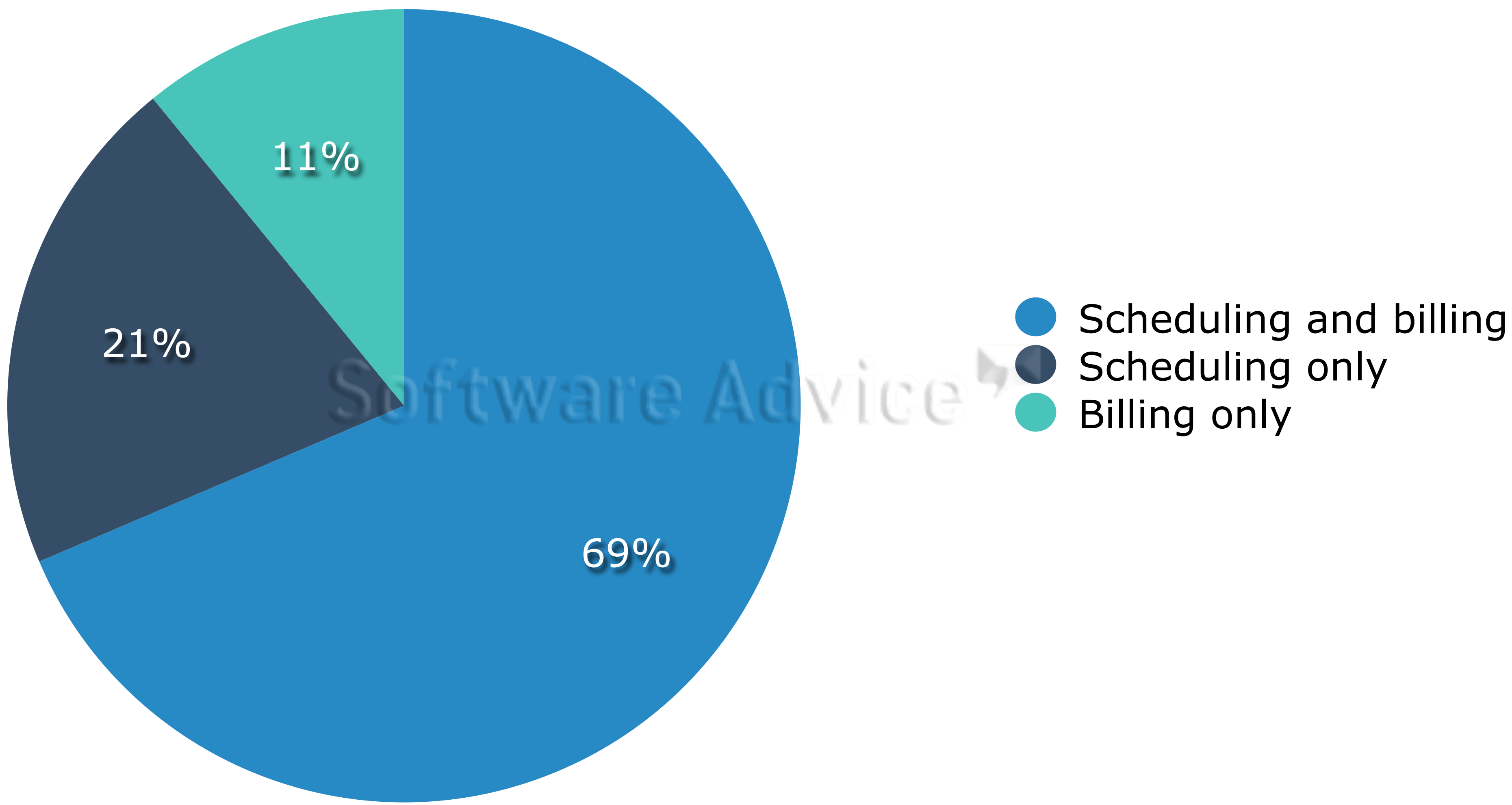
The majority of first-time buyers (70 percent) cited a single, common desire: to improve organization and efficiency.

Buyers Prefer Web-Based Solutions to On-Premise



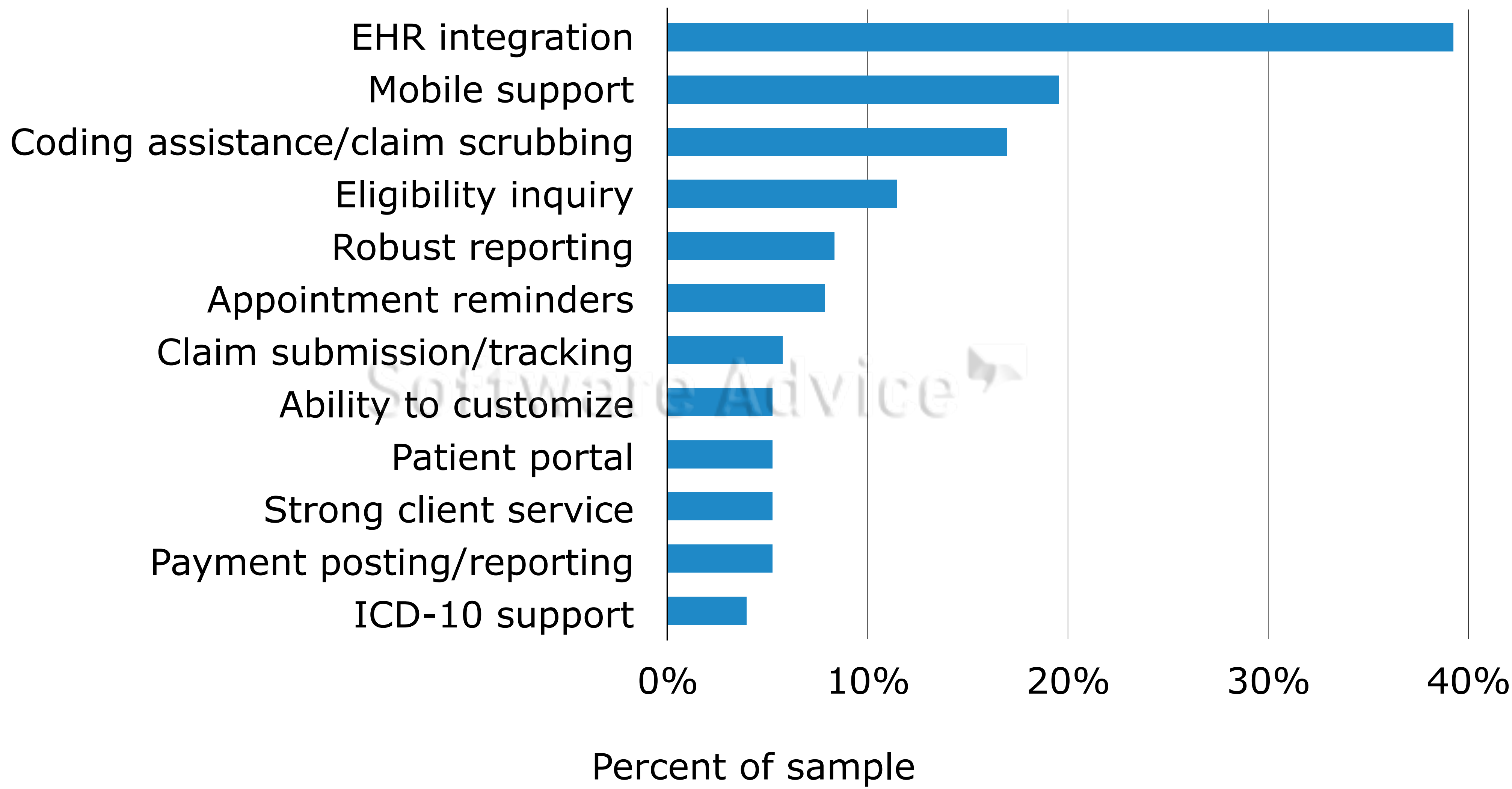
Among buyers who expressed a preference for a certain type of deployment, the vast majority (88 percent) were interested in Web-based systems.

Majority of Buyers Want Integrated Billing and Scheduling



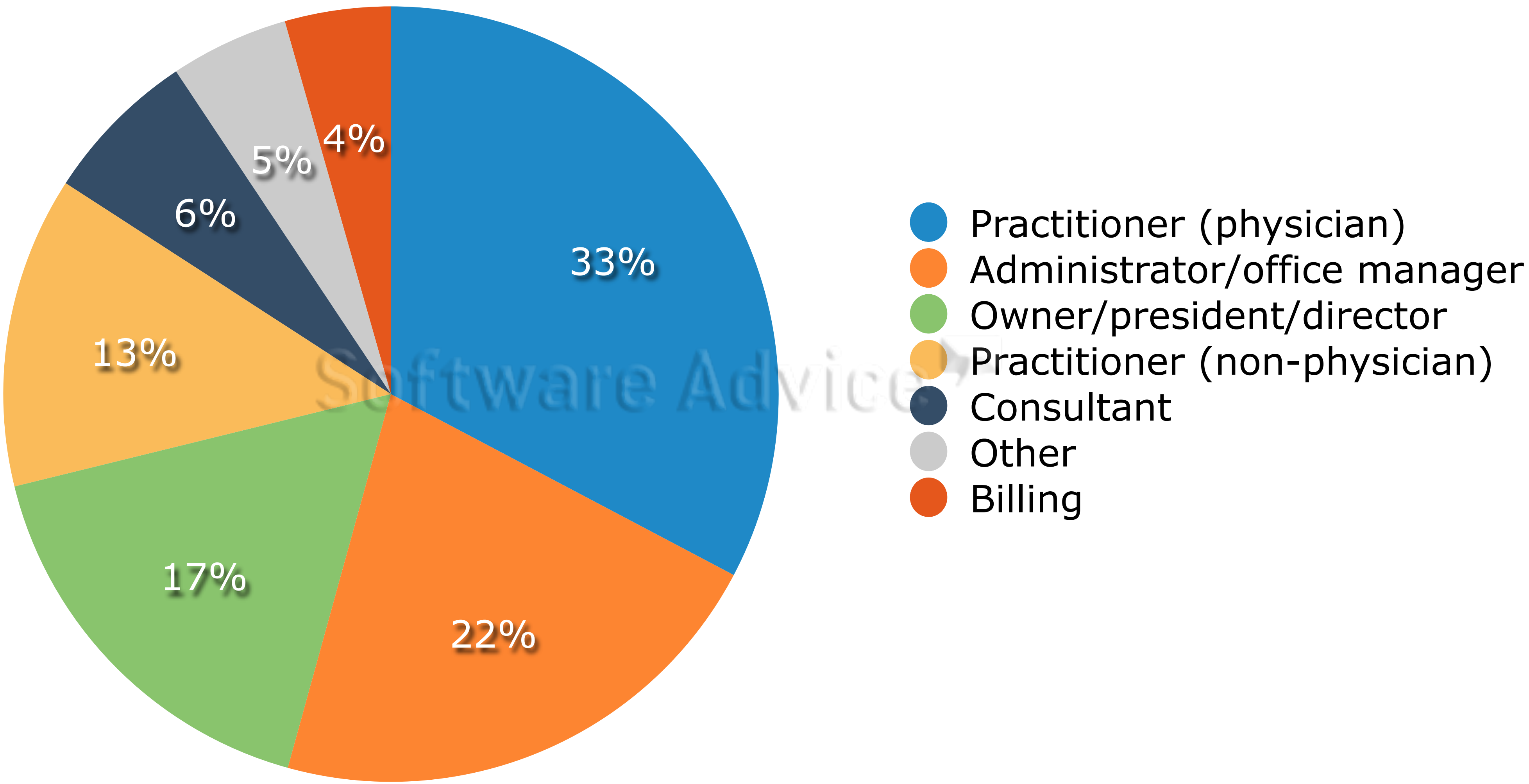
Most of the buyers we spoke with were looking for integrated billing and scheduling solutions, rather than one or the other on a standalone basis.

EHR Integration and Mobile Support Are Key



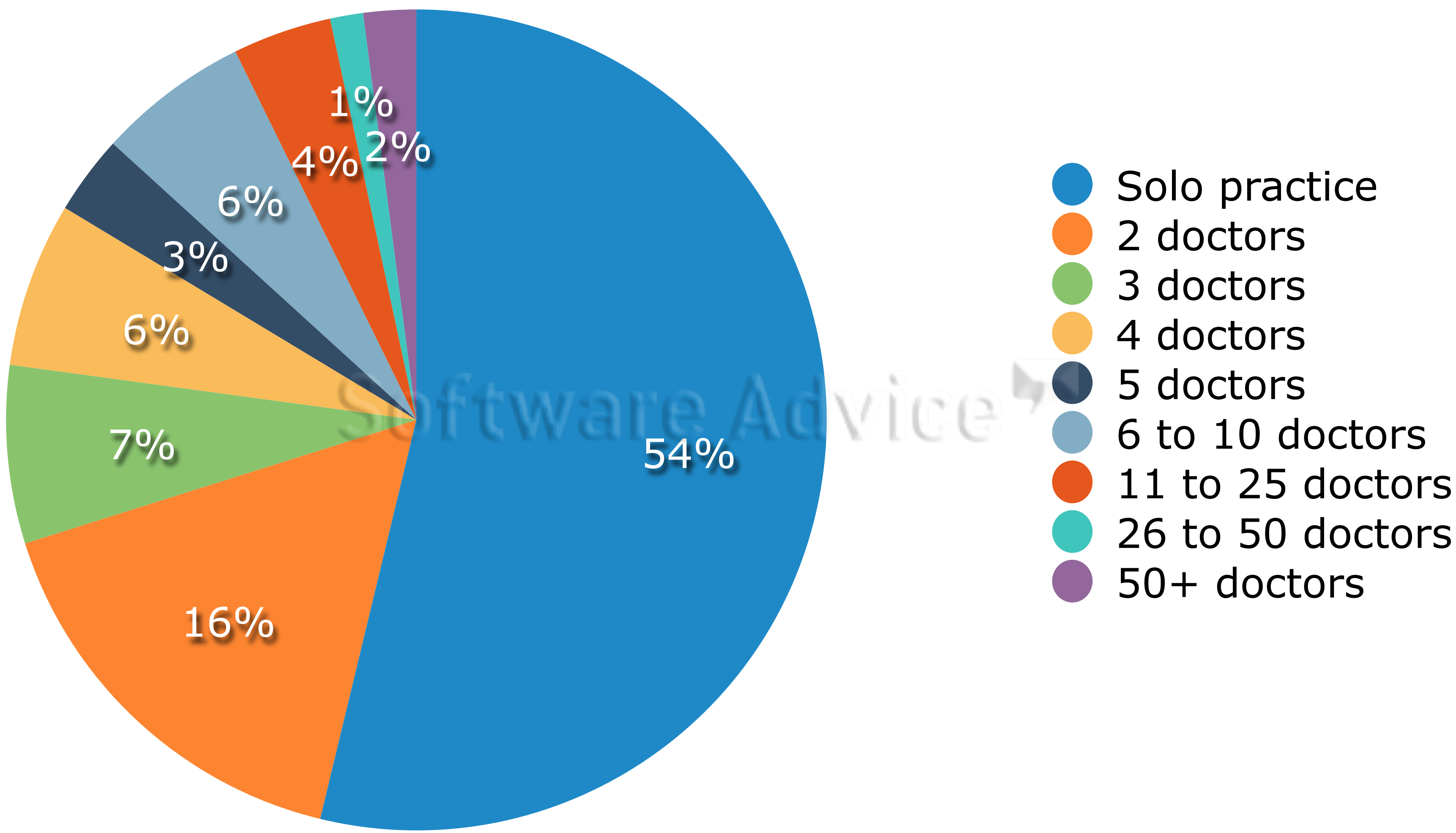
When asked what features or functionality they needed, close to 40 percent of buyers said they wanted the PM system to be integrated with an EHR.

Demographics: Prospective Buyers by Job Title



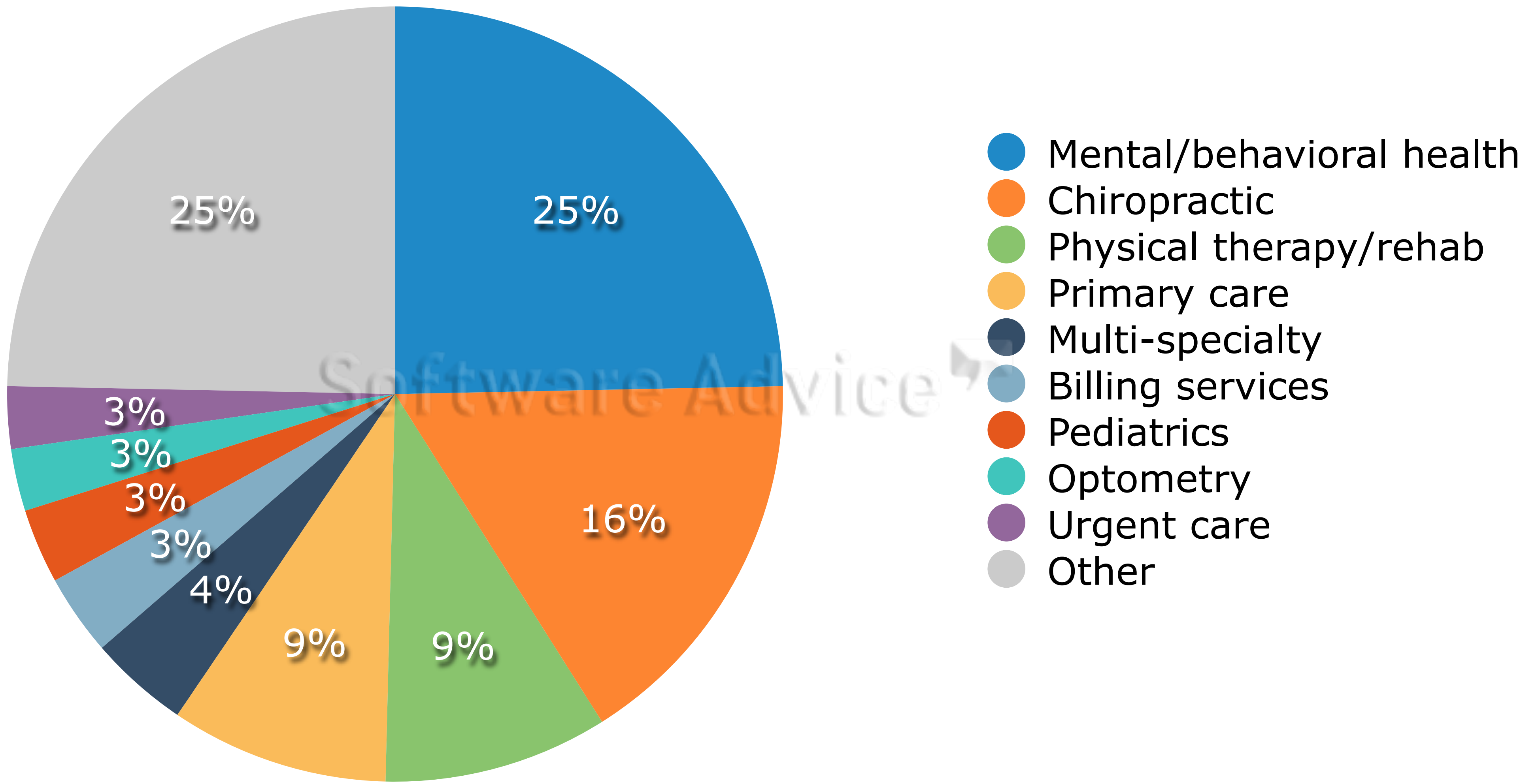
Nearly half of the buyers we spoke with were practitioners—physicians (33 percent) and other non-physician practitioners (13 percent).

Demographics: Prospective Buyers by Size of Practice



The buyers in our sample came primarily from small practices: 54 percent from solo practices and 32 percent from practices with between two and five doctors.

Demographics: Prospective Buyers by Practice Type



Mental health and chiropractic practices comprised a notably large share of the sample (25 percent and 16 percent, respectively).

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