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Nashville Business Journal

features responses from professionals in various industries to questions posed by the Business Journal. For more information, contact Assistant Managing Editor Scott Takac at [stakac@bizjournals.com](mailto:stakac@bizjournals.com).

QUESTION: How are you preparing now for the increased demand aging baby boomers will place on the delivery of health care?

John Phillips

President **PivotHealth** LLC 615-983-4000

Type of business: Medical practice management

Baby boomers value their time. Physicians need to make "same day appointments" available. Early-morning and evening appointments are also a big plus with this population.

Baby boomers hate to wait. Some practices are giving patients a beeper, allowing them to run errands until 'beeped' by the physician's office.

Baby boomers love choice and novelty. Practices that have electronic prescribing can have the patient's prescriptions electronically submitted to the patient's pharmacy while the patient is still in the treatment room.

Baby boomers use the Internet. Physicians are forwarding test results to patients and are allowing patients to ask questions and request appointments via the Internet. Some advanced practices also allow patients to make their own appointment and access their medical records.

**Gary Zegiestowsky**

CEO **Informatics Corp. of America** 615- 866-1500

Type of business: Health care information technology

**ICA's** technology helps clinicians provide better care and deal with increased demand for services.

Our technology solution builds on existing IT systems to deliver a comprehensive patient record – the foundation for quality care.

The patient benefits by not having to fill out the same forms for different providers or facilities.

Our software tools make physicians more efficient, so they can see more patients in a day and spend more time with their patients.

We also offer a proactive means of managing wellness and disease states in individuals and patient populations, which is becoming more important as the population ages.

Fletcher Lance

Vice president, health care practice North Highland 615–370–2790

Type of business: Consulting

One of the most important things we can do to help our health care system prepare for an increase in demand is to put technology to work in a more dynamic way.

If you look at administrative costs of health care, you see that the U.S. spends approximately \$320 billion a year on administration.

We could reduce that cost by as much as 40 percent and save significant time by automating such transactions as claims submission and payment remittance.

At North Highland, we call this automated process Frictionless Healthcare. It drives payers, providers, employers and employees to be electronically connected in their interactions.

David Guth

CEO Centerstone 615–463–6629

Type of business: Largest provider of behavioral health care services in Tennessee

An essential element of managing the demand boomers will place on our health care system is ensuring that we are effectively addressing their mental health care needs.

Research has shown that physical health can be worsened by mental health problems. With this in mind, Centerstone has been very intentional about building our older adult services in close association with emerging health research and proven best practices.

We have strategically partnered with primary health providers to tailor services for older adults, recruited specialists in gero–psychiatry and created extensive training programs to keep our staff current with diagnosis and treatment considerations for aging adults.

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***Highlights: PivotHealth, Gary Zegiestowsky, Informatics Corp. of America, ICA***