

Ortholink Physicians Corporation

Solutions for Rapid Growth

Solution Brief

Customer Profile

Ortholink Physicians Corporation is a physician-directed management company for orthopaedic clinics and surgery centers. Ortholink provides physicians with the infrastructure and resources they need to succeed in the changing healthcare market, allowing their physicians to concentrate fully on patient care.

Situation

Ortholink needed a technology infrastructure and financial platform that would grow and evolve alongside them. With physicians offices across the country, remote connectivity and integration with their secure intranet was key.

Solution

Ortholink selected Microsoft Business Solutions to build out their financial infrastructure and Citrix Metaframe to provide thin-client remote connectivity. ePartners also developed additional solutions to help streamline the operations of the business by automating several time-consuming and inefficient processes, including a restructuring of their accounts payable process and a look-up tool that allows staff to check the status of invoices and checks from remote locations.

Users

30 Concurrent Users

Products & Services

Microsoft Great Plains:

- > General Ledger
- > Payables Management
- > Fixed Asset
- > Management
- > FRx Graphical Report
- > Writer
- > Seagate Crystal Reports
- > Bank Reconciliation
- > Account Level Security
- > Integration Manager
- > Citrix Metaframe

Business Type

Health Care Services

Ortholink Physicians Corporation is a physician-directed management company for orthopaedic clinics and surgery centers. Ortholink provides physicians with the infrastructure and resources they need to succeed in the changing healthcare market, allowing their physicians to concentrate fully on patient care. Founded in 1996, Ortholink serves over 200 physicians under contract, and manages clinics and surgery centers in the states of Tennessee, Colorado, New Mexico, Wyoming, Ohio, and Georgia.

The Selection

When Ortholink began as a start-up company in 1996, they researched all of the business management technologies available. They needed a system that was scalable for rapid growth and allowed them the flexibility to add functionality as their business needs evolved. In addition, they needed a way to deliver access to their system for their physicians' offices, located across the country. After investigating multiple solutions, Ortholink chose Microsoft Dynamics GP for their business management solution, Citrix to deliver remote access, and ePartners® as their technology partner.



Microsoft Business Solutions, Great Plains, Microsoft CRM, Solomon and Axapta are now part of the Microsoft Dynamics family.



* Formerly Microsoft Great Plains

The Solution

Ortholink began operations utilizing Microsoft Great Plains. As they grew into what is today a \$200 million dollar company, Microsoft Great Plains grew with them. Ortholink has proven Microsoft Great Plains' scalability and flexibility.

"We have gone from a start-up company to over \$200 million a year and Microsoft Great Plains hasn't restricted us in any way," says Eric Sutley, associate vice president and controller. "We have a lot of flexibility with our system."

A Vision for Innovation

Ortholink's innovative use of their system has produced measurable benefits to their organization. By working closely with ePartners, they have automated formerly cumbersome practices and delivered access to clinics and staff from any internet connection.

Eight surgery centers – one system

Ortholink's Surgery Centers represent eight separate companies in their Microsoft Great Plains system. Each center handles its own payables processing and other minor accounting functions through remote access. Citrix gives local accounting professionals workstation-like access to Microsoft Great Plains from any Internet connection.

"Uplink" – Ortholink's secure corporate intranet

Ortholink utilizes a secure intranet that is integrated into their Microsoft Great Plains system for streamlining reporting and inquiries from their various locations. By working with the technical

and development teams at ePartners, Ortholink has continually added functionality and new features to their Uplink site.

Centralized Payables – elimination of overtime in AP department

Outside of its eight surgery centers, Ortholink performs accounts payable transactions for its clinics. Each day, the payables department receives a batch of multiple invoices from each of their clinics. Previously, Ortholink manually entered into the system the invoice, invoice date, amount to be paid and the expense coding which created regular overtime in the payables department. By working with a developer at ePartners, Ortholink revamped their entire payables process. Currently, each clinic enters their payables transactions and uploads a file into Microsoft Great Plains' tables through Uplink. Ortholink's AP department then matches the transactions to the appropriate vendors. The end result: the elimination of overtime in the AP department by eliminating mass manual entry.

Lookup Tool

Adding functionality to Uplink, Ortholink has built a lookup tool that pulls real-time information from their Microsoft Great Plains system. Using this lookup tool, clinic staff can check the status of invoices and checks from any location.

Real-time Information for Real-life Business

Ortholink's rapid growth is a testament to the scalability and flexibility of Microsoft Great Plains. Not only has their system

grown with them, but their ability to retrieve real-time data gives them the information they need for decision-making.

"With Microsoft Great Plains, it is easy to manipulate data, and get what you need out of the system," says Sutley. "Getting to our information is important as we make strategic decisions to sustain our growth."

The Ace in the Pocket

ePartners partnered with Ortholink to deliver their Microsoft Great Plains and Citrix solutions, implementation, support, training, and planning for the future.

"Our relationship with ePartners Solutions is a partnership more than a typical vendor/client relationship," says Sutley. "They have always been supportive of our next steps and aren't always trying to upsell us. They evaluate our needs and meet them. The partner relationship ePartners has built has helped Ortholink take true ownership of their business system, processes and IT structure."

"The ePartners technical staff has worked with our IT professionals as guides. They have allowed our team to build and perform technical processes. This has helped us to truly understand and manage our systems."

Currently, Ortholink utilizes ePartners exclusively for support on their Microsoft Great Plains and Citrix systems. As they add new Microsoft Great Plains modules, they also visit the ePartners training center to quickly ramp up on new functionality.

"ePartners is always there when I need them," says Sutley. "They are the ace in my pocket."

The World's Leading Microsoft Business Solutions Consultancy.



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as one of the leading Microsoft consultancies worldwide. From aligning clients' business and IT strategies, to improving business processes, and deploying and supporting solutions that accelerate business results, no other technology partner offers more comprehensive information technology solutions and services than ePartners. Last year alone, more than 400 leading companies spanning 45 industries turned to ePartners for strategic business solutions and consulting services.

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