

PracticeMax

www.practicemax.com

COMPANY

- Location: HQ in Scottsdale, AZ, US, plus offices in Phoenix; San Antonio; Portland, Oregon; Chicago; and Shreveport
- Industry: Medical billing and practice management for healthcare providers

OVERVIEW

Founded in 1984 as “Medical Business Resource Center,” PracticeMax has nearly doubled in size over the past few years. In late 2012, the company switched from QuickBooks to Acumatica, improving their data management and financial reporting.

KEY RESULTS

- Employees can now access the company ERP remotely
- Improved access to data for customers
- Ability to manage finances more efficiently
- Improved reporting

Medical practice management provider chooses Acumatica over Oracle and SAP, saves millions

“With Acumatica, every employee can get access to ERP data, from wherever they are when they’re traveling. Our customers can get access to ERP data. We’ve never had the capability to offer this before we had Acumatica. That is definitely a big plus for us.”

- Darren Wilson, Senior Project Manager, PracticeMax

SITUATION

PracticeMax provides medical billing and practice management systems for healthcare providers, including physicians, hospitals and clinics, as well as other medical billing companies. The company has more than 800 employees and contractors, handling billing for providers in close to 40 U.S. states. For the past several years it used QuickBooks to manage its data.

As PracticeMax expanded rapidly through acquisitions, Senior Project Manager Darren Wilson says that relying on QuickBooks became a problem: “It was mainly a financial reporting issue and a business management issue. Accounting had a hard time keeping up.” The company’s leadership decided to look into an ERP system.

PracticeMax decided on a system that had initially been developed for oil companies and Wilson was hired to implement it. But within a couple of months he determined, “It wasn’t ever going to be a good application for us.” It was an old FoxPro-based system with a monthly per-user fee. Wilson notes: “Everything we wanted to do,

and every customization... was going to cost hundreds of thousands of dollars.”

SOLUTION

After PracticeMax realized their first ERP system would not work, they scoured the market. Of the 10 ERP manufacturers contacted, six were disqualified as they did not meet PracticeMax’s requirements. Wilson says, “We had narrowed it down to SysPro, Oracle, SAP and Acumatica as four finalists we looked at. As we went deeper into the demo process, we disqualified SysPro simply because it was an older platform and we didn’t want to go back down that path.”

PracticeMax put Acumatica partner AIM Solutions, Inc. (AIM) through their paces, requiring numerous demos. In the end PracticeMax determined that Acumatica’s ERP system would be able to do everything



they needed, at a considerably lower price than the others. As for Oracle and SAP, Wilson says, “They probably could’ve pulled off everything we wanted them to do, but it would’ve cost us millions more... Their pricing model was user-based.”

PracticeMax decided to purchase several Acumatica suites—Financial Management, Distribution Management, Customer Management, Project Accounting—and the Fixed Assets Module. Under Acumatica’s policy of pricing by CPU core and allowing unlimited users, PracticeMax decided to purchase a perpetual license and deploy it on-premises. Wilson notes that unlike other ERP implementation stories he’s heard, this one went fairly smoothly. For every challenge, he says, “every single time, they were there to work through it with us.” Wilson also praises the commitment of AIM to get the Financial Management Suite launched within 45 days of purchase.

BENEFITS

Since PracticeMax offers its own SaaS applications to physicians and other companies in similar businesses, Wilson states, “Licensing is definitely the number one benefit [of choosing Acumatica]; it gives us the ability to do everything.” He also likes how customization makes the system work “exactly the way we need it to.... It facilitates us being able to do a lot of it ourselves.”

Wilson also appreciates being able to share data through the Cloud: “This way, every

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Another benefit relates to giving the Board of Directors the financial data they had been asking for. “Acumatica has definitely improved our ability to track our financial position,” Wilson explains. “It’s also given us the ability to track the relationship we have with our customers and the open issues we have... Everyone in the company can see what’s going on.”

The Acumatica ERP system helps the company manage the entire business more efficiently, Wilson says. “That was the whole reason we chose to look at an ERP, because it can pull everything together, from our expenditures and our profitability to our relationship with our customers... [The Acumatica system] is doing what an ERP is supposed to do: enterprise resource planning.”

Wilson states, “I believe Acumatica wants to be the new leader, and they’re doing everything they can to make that happen.”