



► **Small Business:** Profile

AirPort: The Perfect Prescription

When Doctors Alex and Kim Kaye decided to set up their own private medical practice, everyone labeled them crazy. The wave of the future was working for large organizations like HMOs. Plus, the bureaucracy of dealing with insurance companies alone would be the death of the practice, said critics. The Kayes proved them wrong by building a thriving practice around iMac and iBook computers, networked via an Apple AirPort Base Station.

“Our office runs like a well-oiled machine,” says Alex Kaye. “Using the iMac and TessSystem software, we’ve automated the business of medicine, so we’re free to really focus on helping patients.”

Seamless Practice Management

Apple technologies provided the foundation for getting the practice off the ground and helping the Kayes to make their dream a reality. They designed the medical building that now houses their practice themselves using Adobe Photoshop and Nemetschek VectorWorks software and their first Macintosh computer. They then approached investors with the concept of building a 6,000-square-foot, mixed residential and medical building. Investors were impressed with their idea and professional presentation and gave them the funding to get started.



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Today the Kayes live right upstairs from their state-of-the-art family practice that uses the latest practice management and patient care tools. To support what the couple calls “free range living,” where they can roam from work to home and always stay productive, the entire practice is networked using an AirPort Base Station. The couple plans to add other cutting-edge technologies soon, including electronic patient records and voice recognition for dictating patient’s charts. With electronic charts, doctors and nurses will have instant access to searchable patient information from anywhere.



“Where I grew up in Brooklyn, many physicians lived upstairs from their medical practices,” Kaye explains. “We wanted our practice to be incorporated into our lifestyle. Thanks to our loft on the second floor, we’ve cut our commute time down to 30 seconds.”

A Cure for Bureaucracy

The Kayes, as well as their nursing staff and receptionist, use iMac computers and TessSystem software for all areas of office and practice management, including appointments, patient registration, patient billing, electronic claims, and tracking insurance information for billing purposes. Available since 1986, TessSystem software from Tess Data Systems was the first multi-tasking software for the medical office. It was designed from the ground up for the express purpose of making activities like registering patients and billing for services easier. In addition to TessSystem, the practice uses its iMac computers for word processing and accounting.

The office and practice management system has brought a level of efficiency to the business that has cut bureaucracy down to almost nothing. Instead of spending multiple hours each week on administrative tasks required by insurance companies — applying to be preferred providers in a specific insurance network or filling out complex forms — TessSystem software automatically generates letter-perfect paperwork and electronically sends it off. Without this level of efficiency, Kaye fears they might be bogged down in administration so that they couldn’t successfully grow the practice.

With their practice less than a year old, the Kayes already are seeing more than 100 patients a week, and business is increasing day by day. “Our AirPort network and Macintosh computers are the lifeblood of the business, since no one can make appointments or generate bills without them,” says Kaye. “The best part is, they are rock solid, user friendly, and we can easily maintain them ourselves.”

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An Integrated Lifestyle

Apple also enables the couple to be better parents to their two-year-old daughter. From the beginning, the couple wanted their work and personal lives to be closely intertwined. AirPort is used extensively within and between the two floors for everything from wireless printing to accessing patient billing information in real time. Often one doctor or the other can be found in the kitchen upstairs watching their daughter while printing or faxing practice-related information via AirPort.

In addition to empowering seamless practice management, AirPort also helps both physicians deliver better patient care. Using an iBook computer and AirPort, the physicians can pull up a study from the Internet about a patient's condition — right on the spot, without ever leaving the examination room. "We're always on the move," says Kaye. "AirPort gives us the freedom to run the practice and take care of our daughter at any time, without being tied to a desk. Thanks to AirPort, our office is wherever we are — at our convenience."

Even though he's a physician, not a computer or networking guru, Alex Kaye set up the AirPort network himself, with very little effort. He deems AirPort the backbone of the practice, appreciating the fact that he can maintain the network himself without any help. According to Kaye, AirPort simply works, and it works well.



Tools of the Trade

Hardware

- [iMac](#)
- [iBook](#)
- [Airport Base Station](#)

Software

- [TessSystem Three](#)
- [Adobe Photoshop](#)
- [Nemetschek VectorWorks](#)

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Hale and Hearty

Now that the Kayes are practically immune to the time-consuming administrative duties of running a private practice, they're looking for more ways to apply Apple's state-of-the-art technology. Their next two projects will involve moving from paper to electronic medical records and implementing voice recognition software so that both nurses and doctors can dictate charts. These two improvements will save time and make it easier to find patient information whenever and wherever it's needed.

Looking back, the Kayes wouldn't have set up their practice any other way. Their innovative work and lifestyle, made possible by Apple technologies, allows them to be more effective and responsive doctors — and parents. “With AirPort and the iMac, we don't ever have to sacrifice work for family or vice versa,” says Kaye.

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