

CASE STUDY

Dr. M. Michael Massumi,
M.D., P.A.

Small Clinic with Big Vision... Leading-Edge Maryland Doctor Selects EOS Solution to Help Drive His Health Care Solutions.



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CLINIC Background

The offices of M. Michael Massumi, M.D., P.A. provide a full compilation of services in physical medicine and rehabilitation, neuroelectro physiology, sports medicine, and neuromuscular diagnostics. Since its foundation in 1989, the clinic has provided advanced care to over 7,500 patients in the Baltimore metropolitan area.

As a physiatrist, Dr. Massumi provides comprehensive treatment programs to individuals suffering from post-traumatic injuries and people with many types of both acute and chronic pain and illnesses. He specializes in the diagnosis and treatment of musculoskeletal, nervous system, and joint (rheumatism, osteoarthritis) diseases. In addition, he treats people who have suffered sports-related injuries, as well as those who have experienced catastrophic events resulting in paraplegia, quadriplegia, or traumatic

brain injury.

A vast majority of his patients are the elderly, including those who have had strokes, orthopedic injuries, or neurological disorders, such as polio or ALS.

Each year hundreds of patients are referred to Dr. Massumi by physicians from hospitals and health care centers located all over the globe. Patients are primarily received at the central clinic in Towson, Maryland, and on occasion through hospital-based satellite services, in particular those of the Greater Baltimore Medical Center, Good Samaritan Hospital and affiliates of John Hopkins University Hospital.

Over the years, as Dr. Massumi's impeccable service record and reputation grew, it became quite apparent that the demand for his unique services far exceeded his capacity. Fortunately, Dr. Massumi's avid interest and rigorous self-education in technology and computers,

allowed him to apply innovative solutions to his supply challenge.

“I finally came to the realization that I had reached my full patient volume using the customary one on one interaction. Without the adoption of less traditional means, I could not surpass this maximum threshold. Due to continued growth in the geriatric population and rapid advancements in medical treatments, it became quite evident that this dilemma would only intensify with time.”

LIBRARY AUTOMATION Key to Growth Plans

All of Dr. Massumi’s expansion strategies, including library integration, demonstrate his commitment to broadening his reach and increasing his effectiveness as a medical practitioner.

“In any type of knowledge based organization, including professional services in the health care disciplines, the availability and immediate retrieval of documents, be they medical clinical records or reference and archived material, is critical to effective decision-making in the provision of quality care. Additionally, as the Internet is now enabling interoffice and interorganization relationships to become more fluent, web services and its connection to databases have become extremely important to allow clients and other physicians’ access to our knowledge services. This led to my decision to purchase a relational database solution for the advanced tabulation and automation of our own private library resources, and also the categorization of outsourced educational materials.”

As a result of this decision, Dr. Massumi spearheaded a concerted effort to research and pinpoint the most suitable library automation system for his needs. Preliminary data gathering was conducted by his team of research associates, consisting mainly of graduate students in computer science and computer engineering programs at John Hopkins University. The search began by investigating all major library software solutions in order to produce a manageable list of about 25-30 competing products, based upon the type of software and the number of successfully installed bases. Three research associates were assigned to study 8-10 different products individually. Each associate performed a series

of tasks during their evaluation, including downloading and testing demo software, interviewing professionals at already installed bases around the mid-Atlantic area, and even touring some of the software facilities in person.

EOS STRENGTHS Flexibility, Support, Ease & Cost

Per Dr. Massumi, “The most important consideration factors in making my purchase decision were:

1. The flexibility and strength of the software’s database structure in terms of linking and forming relationships between library materials, in order to achieve optimal query results through key word searches.
2. A strong technical support department, and a proven commitment to upgrading the software alongside the developments of Microsoft SQL servers.
3. The ease of implementation and end-user interaction. Software compatibility was equally important as to allow seamless integration with other employed technologies and databases.
4. The cost.

The EOS software products scored extremely well in each of these areas.”

Lukas Wojtaszek, the lead research associate involved with the project has this to say about EOS, “When I compared and tested competing products side by side, it was very evident to me that EOS was far superior from both a programming and end-user perspective. I awarded EOS the highest rating in my analysis report. Through my rigorous research and personal examination, I was able to recommend the software to Dr. Massumi with complete confidence.”

Dr. Massumi intends on completing his library automation initiative within the coming months. Dr. Massumi also reported that he is eager to begin using KnowledgeBuilder, which will allow migration of his in-house management and accounting databases into the library for cross-referencing purposes.

RESULT EXPECTATIONS And Personal Recommendation

Dr. Massumi is particularly fond of the software's ability to generate a multitude of valuable reports. Prior to the adoption of EOS, most of these reporting functions were simply not available to him. He also expects that the EOS Web OPAC module will work in tandem with his current web-based services for patient registry and patient information.

"Internet accessibility to our library is critical in order to enable retrieval of our resources by points of consultation, satellite offices, referrals, clients and so on. Additionally, we believe the software will allow our in-house clinic attendants and ancillary health care providers to efficiently answer patients' educational demands regarding health care matters. I am so impressed with the EOS Web OPAC. The user-friendly interface is loaded with powerful features, and delivers fast, relevant results from browser-based search queries. We expect that the Web OPAC interface will be a very positive marketing, patient retention, and referral tool for our company."

Dr. Massumi and his staff received online training from EOS and have begun their cataloging effort. When asked about his experience thus far with EOS, Dr. Massumi has very favorable comments.

"We are so pleased with the narrow learning curve associated with the software. I have received very positive responses from my associates in regards to EOS' in-house trainers, as well as the hardware and software support staff. The regularity of technical note dispatches is also quite impressive. In my opinion, EOS software is robust, stable, and well-designed software and I would highly recommend it to other clinicians,

hospitals and clinics."

PRACTICING INFOMATIVE MEDICINE Enhances Knowledge Management

Dr. Massumi's area of concentration is providing neuroelectric physiologic assessments, inclusive of computer based diagnostics, in determining the cause and treatment for neuromuscular and skeletal disorders.

Dr. Massumi carries a particularly keen interest in Informatics Medicine, which focuses on the advancement of health care through the use of information technology.

One of his most significant growth plans related to this pursuit is the development of a community based telemedical service. This enhancement will enable delivery of remote neuroelectric physiology diagnostics to hospitals, patients, and referring physicians. Through the use of real-time streaming video, audio, and text messaging, Dr. Massumi will also be able to provide consultation, and prescribe comprehensive treatment

programs without physically interacting with the patient. Telemedicine is a growing trend that is permeating many medial disciplines, resulting in more efficient and cost-effective health care.

Dr. Massumi also maintains a community based "virtual practice" on the web which features discussion forums, real time chat, online appointments, personal email, and of course a wealth of medical information. This self-help methodology is not by any means a substitute for medical evaluation and treatment, but a supplement to his quality care and personal attention.

Patients are able to discretely discuss their health care issues with peers and member physicians, and attain valuable information concerning their particular ailment.

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This initiative has been widely received by his patients and the medical community at large. Dr. M. Michael

D R. MASSUMI'S Profile

Massumi completed his training in medicine in 1982 from the University of Birmingham in the U.K., and subsequently entered into surgical training at the Washington Hospital Center in Washington D.C. In 1985 he joined the Academic Staff of the Department of Rehabilitation Medicine at the University of Washington in Seattle, Washington. There he successfully concluded three years of specialty training in Physical Medicine and Rehabilitation.

Dr. Massumi received his Board Certification in 1991 from the American Academy of Physical Medicine & Rehabilitation and the American Academy of Pain Management. He also has membership in the American Academy of Electrodiagnostic Medicine, the American College of Sports Medicine, the American Pain Society, and the American Medical Informatics Institute.

Dr. Massumi has been Maryland's delegate to the Young Physicians Section of the American Medical Association for six years, and he has published for and presented at many of the above professional organizations.

Dr. Massumi's strong emphasis in higher education and personal devotion to academia has also resulted in the development of a very successful internship program for aspiring university students.

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