Podcast Introduction and Guest Welcome

Practice Better, what a great name, right? There's got to be a better way to practice where everything is in one place, HIPAA compliant, everything's speaking to each other, the automations and workflows are already built in, and any integrations that you need with other platforms are all ready through Practice better, so that everything stays tied to that patient record in place.

And then when people use PracticeBetter, they're like, Oh, okay. Now I have the automations in place. I don't have to do anything manual. So now I can focus my energy on patient care because that's why practitioners get into business.

They want to help people. That want a heal people, they don' to be dealing with all of this tech setup, you know, craziness. What if aging isn't about slowing down, but leveling up?

I'm Dr. Isaac Jones. This is the Longevity Leaders podcast. Hi, everyone. Welcome to the Longevity Leaders podcast. My name is Dr. Rudy Mueller, and today I'm joined by Natalie Mullen.

She is the Partnership Manager at Practice Better. So really excited to have you here. I think that as most practitioners have experienced, especially in today's world as we're building programs and we've got EHR systems and labs and everything like that, They're encountering multiple systems and trying to figure out how to log in to five, 10 different platforms while having a consult with their patients.

So I see PracticeBetter as being one of the solutions.

Practice Better Overview and Practitioner Pain Points

Just talk me through like what you're seeing as, you know, practitioners that come to you that they're struggling and then how Practice Better implements a tool that can be more beneficial to them.

Yeah, for sure. So honestly, when practitioners come to us, it's because something has gone wrong, right? Something's gone to wrong with, I would like to say it.

It's like, you know, they planned it all out and they were doing all their research of they're just starting with their practice and practice better was the first choice.

But honestly it was usually because of frustration, because they had multiple tools. They had a scheduling tool, They have a different tool for billing.

they have the different tools for charting. You had different for client communication. And they realized none of the tools were speaking to each other.

They were doing all of this manual work, trying to copy and paste spreadsheets over here, Zapier trigger over there, right? And it kind of, it's like dysfunctional, but it works at first for your first couple of clients.

And you're like, okay, I've got something going. But then as you start to scale, even you get to five, 10 patients, It starts to not work. The system starts break and then there's gaps in the data, you don't have the full picture.

So then they realized like wait a second, there has got to be a better way. Practice Better, what a great name, right? There's got to be a better way to practice where everything is in one place, HIPAA compliant, everything that's speaking to each other, the automations and workflows are already built in, and any integrations that you need with other platforms are all ready through Practice better, so that everything stays tied to that patient record in

on place.

And then when people use PracticeBetter, they're like, Oh, okay, now I have the automations in place. I don't have to do anything manual, so now, I can focus my energy on patient care, because that's why practitioners get into business.

They want to help people, they want heal people. they don' want be dealing with all of this tech setup craziness. Right, you're streamlining that process, but if I were to list out all the things, and maybe it's so long that we can't do it here, What are the high-level things that were integrated into one that have relieved the 10 tabs open for one patient?

Sure. I won't go through our whole feature list because it is long, but what I'll tell you is the main functionality is that most people are going to be using.

First, you need a scheduling tool. Your clients and patients need somehow to able to book with you. We have the calendar scheduling. We have billing. So billing could be insurance billing, or it could using invoicing where the clients are paying themselves.

We also have the client messaging. The client has their own portal, so they're able to log in, they are able message you. It's not going to your personal email, right?

Then we have our program. If you're thinking about an education component, we our programs that are going allow you to share educational content. You've created it once.

You don't have to keep doing it over and over again. We have protocols. So what is your treatment plan or care plan for the patient? Again, it's all in that one place.

And then notes and charting. Obviously, probably the most important part, so I can't forget that. If you need it to be HIPAA compliant, you want to look back at your past sessions and even carry forward those notes.

Core Platform Features and Workflow Integration

you wanna be able to use AI chart for that to summarize those nodes for you. All of those tools come together just in one please. and your forms, your intake forms progress forms anything like that all in one place.

So you know you brought up an interesting one so AI. I mean how is AI integrated into practice better? How are practitioners utilizing AI to assist? Is there is it helping build the plan?

is that helping answer questions from the practitioner or from uh the patient? I'm curious. If you're a medical doctor, nurse practitioner, chiropractor, or other health expert that's stuck in a broken system, there's a better way.

The Freedom Webinar shows you a proven five-step system to build a seven-figure virtual health practice or how to modernize your current brick and mortar practice without the burnout.

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So the first thing that we did, and we're actually first to market with AI charting, believe it or not. And so we started with a AI Charting. So that's where you're taking those nodes and the AI is able to summarize a session for you and then you can put it in the format that you desire, right?

And you kind of set up that template. Is it listening to a video recording? Yeah, so this can be for telehealth or in person, actually. So you can start it for both kinds of visits.

But then on top of that, you use AI in other places in the platform. Now we've just released in beta AI within our

reporting so that you could extract certain insights.

You can see what services are being most booked and where has there been drop-off? You could look and see AI and building your educational programs, right?

So, if you have used AI to help you deliver the content for it. So we're continuously looking at different ways that we can use AI in the platform to make practitioners more efficient, save them time, and just get them to their goals faster so that their patients can get to those goals as well.

Sure. So I think we've touched on the practitioner side of things, making it more effective, make it save time. How about on client side? I If this solves the problem, practice better solves this problem.

I mean, from a practitioner side, with all of these different tools, our patients are having to log in to all these tools as well. As an example, like a supplement ordering platform.

So that gets integrated into… It does. And so it can all happen within this. It can happen. I'm so glad that you talked about that because I think a lot of times practitioners don't think about their patients experience and then their patient is so frustrated.

They already got enough going on in life to be honest, right? And then they don' t follow the plan and you wonder why, so its not working. So if you make it easy for them though, in one place, so the client, they have their own portal that they can log into, just one platform and we have the mobile app.

AI Charting and Reporting Tools

That makes it so much easier because they just download the app and it's like, okay, if they could deal with an app, the can login and actually they enjoy it because it can access so many information.

They can order the lobs, we can have a full script integration so they order lob straight from fullscript or we also have Avexia, sorry, Fullscript for supplements and lobs now because FullScript has acquired Rupa Health.

You can do lobes through AveXia as well. They can access their protocols or whatever your treatment plan is that you've put together for them. If you shared session notes with them, they can ask us their own billing invoices.

And then you don't have to get all these questions about, hey, can you send me this? Or hey I can't remember what I was supposed to be doing. So it really allows them to participate in their care journey.

As well, something that's very unique to Practice Better is we have journals. So with journals, they can track their food intake. They can check their water, their sleep, or their mindset, because we really believe in whole person care.

So we got to take a full analysis, right? A holistic view of what's really happening with the patient. And so when we have all of these different inputs, then we can get a better idea and say, okay, this is what was happening maybe with your labs, but I noticed something's happening with you sleep here and something is happening within nutrition.

And now the practitioner is able to pull all that data together. Also, the patient can see, so we even have graphs that will show how they're progressing over time if that's something the practitioners choose.

So like a longitudinal graph of glucose or hemoglobin A1C. Exactly. That's what we believe in is ongoing longitudinal care because that allows for the best outcomes for a patient for transformation, right?

It's just not treating it. Yeah. Very interesting. Okay, I think the final question that I would have for you is when it comes to scalability with this platform, a single practitioner solopreneur, but what if you have five, 10 offices or five 10 other practitioners, maybe you've different specialties, does that integrate well?

Client Portal, Supplements, and Journaling

Does it work well or is it just like practice betters for functional medicine? Yeah, that's such a great question. I'm glad that you asked that. Practice Better is available for multidisciplinary practitioner types, but also for growing and scaling practices.

So we have different plans so that scale with you. As you decide to add on multiple providers or add more admin or open another location, you can do all of that with Practice better and you're still sticking with the same platform because nothing is more frustrating than putting all this effort into a platform and then you kind of reach a ceiling and now you've got to switch to something else.

So if you can invest in a platform that can really grow with you, that's going to be the best way. And then as you have different practitioner types, That's why I didn't want to give you the feature list, because different practitioners types are going use different parts of the platform.

Not everything is going be relevant to each practitioner type. That what's so nice about Practice Butter is it's highly customizable and personalized that you could turn off this, turn on this and really make the workflows custom to every practitioner and what the outcomes are.

working towards with their specific set of patients. Awesome. And I think that just a couple of follow ups there. Number one, just based off of what you said, is the practice better team?

Because as a practitioner, if I'm looking to switch softwares, so there's really two questions here. Thinking about taking all of my patients and migrating over from one EHR to another is like, It's scary.

Number one, because you don't know if you're going to love that software and it sounds like this one is the is one of the best if not the. Does the practice better team help us integrate this?

No, we leave you to do it all. No. I'm joking. Honestly, migration is by far the biggest concern and biggest fear for a practitioner because it's like it your data.

What happens to your date? What happened to the patient? client work, like the workflows, so of course I understand that and we understand it too. So we have a migration team.

You can actually talk to the team before you even think about even starting a free trial with Practice Better just to ask questions. Hey, what would the data transfer look like?

How long would it take? Where would things go? Is there anything you can't transfer over, right? I think it's good, I always encourage people just have the call with our team first, ask all of your questions and they will guide you through the steps.

And if you do decide, then they'll help you transfer both the data and then you decide when to flip that switch on. So it not that, okay, as soon as you transferred over, it like, oh my gosh, got to get rid of my tool immediately.

Scaling Practices and Migration Support

Sometimes people need kind of a little bit of dance and need some time to kind finish things off with their old platform as they're slowly getting used to practice better.

I actually think that that's kind a better way and it allows practitioners to feel more confident that when they're fully acclimated, when their fully used to, they have all their automation set up, right?

So you want to set the automations to really make it work for you first, and then you can sunset your old platform. But yeah, so use our migration team.

They're there to help you. We have free migration. we also have paid, depending on what it is that you need. And it really takes the scaries away. All right.

That's awesome. So I mean, the final question really is if people are interested in looking at practice better, getting an experience with it, what's the best way for them to learn more information?

Who do they need to contact? Or is there a webinar or something along those lines that they can sign up and watch about the actual execution of Yeah, definitely.

So if you're here at Disrupt, please come visit us. You'll see us at the booth. We have our Practice Better booth here and we're until Sunday. And then we do have a webinar, so it's going to be next week.

It's gonna be April 16th. so you can always sign up and you kind of get a live demo just to see what that platform looks like. I find that people feel more comfortable to even ask questions.

They always do a Q&A afterwards. Or if I've convinced you, you can just go straight to practicebetter.io and you could sign up for a two-week trial. So in that two weeks, You can decide, play around, set up a test patient, and see if it's going to work for you.

If it does, great, just stay on with us. That's okay too, no hard feelings. We want to make sure it's the right fit for you too. And during that time, use all of our onboarding tools.

You can attend sessions, you can meet with our on-boarding team to makes sure you're customizing and using the platform to get you best set up. Because that's a thing is sometimes people use the platforms, but it is not optimized.

Demo, Trial, and Closing Remarks

They're not using automation, they haven't set-up their workflows. So make you do those things in the beginning so that you are just set for success. Awesome.

Well, thank you so much, Natalie. I appreciate your time. Yeah. Thank you for having me. Thanks for listening to the Longevity Leaders podcast. A Lungevity leaders community is on mission to transform a hundred million lives by 2040. If you enjoyed the show, please share this with somebody that you know, especially another doctor or physician, but also click that follow button.

Until next time, stay strong and live life.