

# SYCLE SUCCESS



## DR. ROBERT WOODS

Speech and Hearing Associates

Dr. Woods received his Masters and Ph.D. Degree from Purdue University. He was Professor of Audiology for nine years and Adjunct Professor for seven years in the Graduate School at Columbia University. He was recently Adjunct Clinical Professor of Audiology at The College of New Jersey and has lectured at Montclair State University and Seton Hall University.

Licensed both as an Audiologist and as a Hearing Aid Dispenser, Dr. Woods has been Director of Speech & Hearing Associates since 1969.

## An Interview with Dr. Robert Woods

### Actual Accounts of Increased Sales and Efficiency

#### Why did you choose Sycle.net for your patient management software?

About four years ago I invested a significant amount of money for a system which promised to provide all the marketing help I needed. It provided no help whatsoever. Additionally I would have had to buy software and hardware for each office in order to network the offices. With Sycle we are able to network without buying costly software or hardware and access to Sycle can be obtained simply by accessing the internet. Sycle does so much for me and our practice. The ability to view not only our main office in Westfield but all of the satellite offices and to obtain reports individually or across all facilities is an enormous time saver. Reports are also generated per provider which really helps manage the practice.

#### How does Sycle.net help you manage your business?

Without having to rely on data being entered and kept on separate spreadsheets etc. by different people in my office, I am able to access all the information I need at my leisure from my own computer. I do not have to take up the time of my staff to get me the information that I need nor do I have to wait for the information if it is not readily available. Sycle is also provider and patient friendly. The ability for all providers to access their schedules has proven to be extremely worthwhile. In the past, while they have been able to copy and take home phone numbers etc. in the event of inclement weather, they are now able to access all the information they need in the event they become ill or an emergency arises where they are unable to see their patients the following day.

#### What are your key challenges and how has Sycle.net helped you with them?

As an owner, I have always had access to our statistics. However, I would need to ask our bookkeeper, accountant or office managers to provide me with data as needed. With Sycle, I can review both financial and productivity data in the comfort of my own home if I so choose. Sycle gives me a comfortable feeling of organization and control over the practice.

## How has Sycle.net helped with your marketing?

One of the great things about Sycle is its ability to be utilized in our marketing efforts. Rather than handle patient lists and doctor referral lists in a piece meal fashion, I am able to view referral sources and develop marketing lists using various parameters within seconds. With the ability to download these lists into Excel and then merge to generate letters and labels, our marketing efforts have experienced a tremendous increase in efficiency and comprehensiveness. With the referral report I'm able to see the results of our various marketing efforts within seconds.

## What do you like best about Sycle.net?

Locating patients and reviewing patient information such as previous appointments, future appointments, purchases, open balances, etc. in a matter of seconds. Our audiologists and speech-language pathologists really enjoy the outcome note section in the appointments section of the patient summary. Without having to go to the patient's chart, the provider is able to open the patient summary page and view each appointment with whatever outcome notes the audiologist or speech-language pathologist has entered. This is a clear ongoing snapshot of our experience with any given patient.

## What would you tell someone thinking about signing up for Sycle?

Whether you have a single location office or multiple offices, Sycle really provides the mechanism to remain organized and in control of your practice. We started with Sycle in one location just to see how it would work. It was so helpful to me and to our staff that we soon added it to all of our offices.

One of Sycle's major strengths is the Sycle team itself. At the beginning, we had many questions and asked for changes which would be more accommodating to our particular practice. Whether communicating by phone or e-mail, the staff of Sycle responds quickly and with extreme patience and helpfulness. As an owner, I have certainly experienced this but my staff, including receptionists, bookkeepers, and billers have independently contacted Sycle with questions and have experienced the same type of responsiveness, friendliness, and willingness to do whatever they can to make Sycle work for us.

We have been so impressed with Sycle and the people at Sycle that we have taken a big step and moved our billing to within our main offices. We have hired someone to do nothing but billing through Sycle and WebMD. I anticipate that this move will be much more efficient for us and in the long run much less expensive.

### GROW WITH SYCLE

#### INCREASE YOUR SALES

Reduce paperwork and gain more time with patients

Drive more sales through personalized mail

Track your referral sources and know where to focus your marketing dollars

Know sales revenue instantly

#### SAVE TIME AND MONEY

Get started in minutes

Schedule appointments in multiple clinics

Requires no capital investment

Receive free training, support, and upgrades

**SYCLE.NET IS FASTEST GROWING PATIENT MANAGEMENT SOFTWARE IN THE HEARING INDUSTRY.**

**CALL OR VISIT US ON THE WEB AT [WWW.SYCLE.NET](http://WWW.SYCLE.NET)**

**888.881.7925**