

Physical Therapy Software BuyerView Report

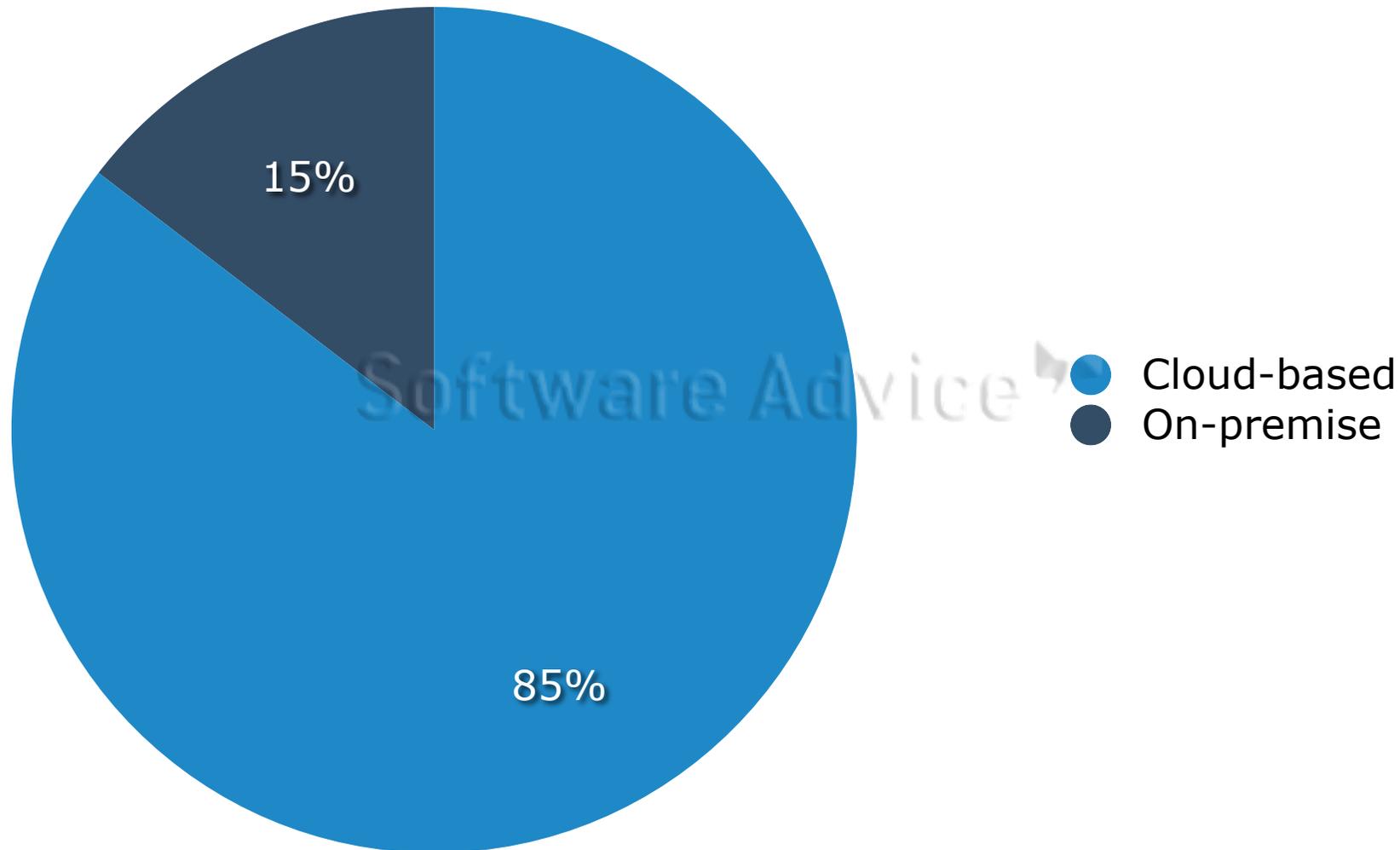
Insight into today's software buyer

Abstract

In 2013, Software Advice talked to over 800 physical therapy practices considering a medical software purchase. We tapped into the data from those conversations to answer some key questions:

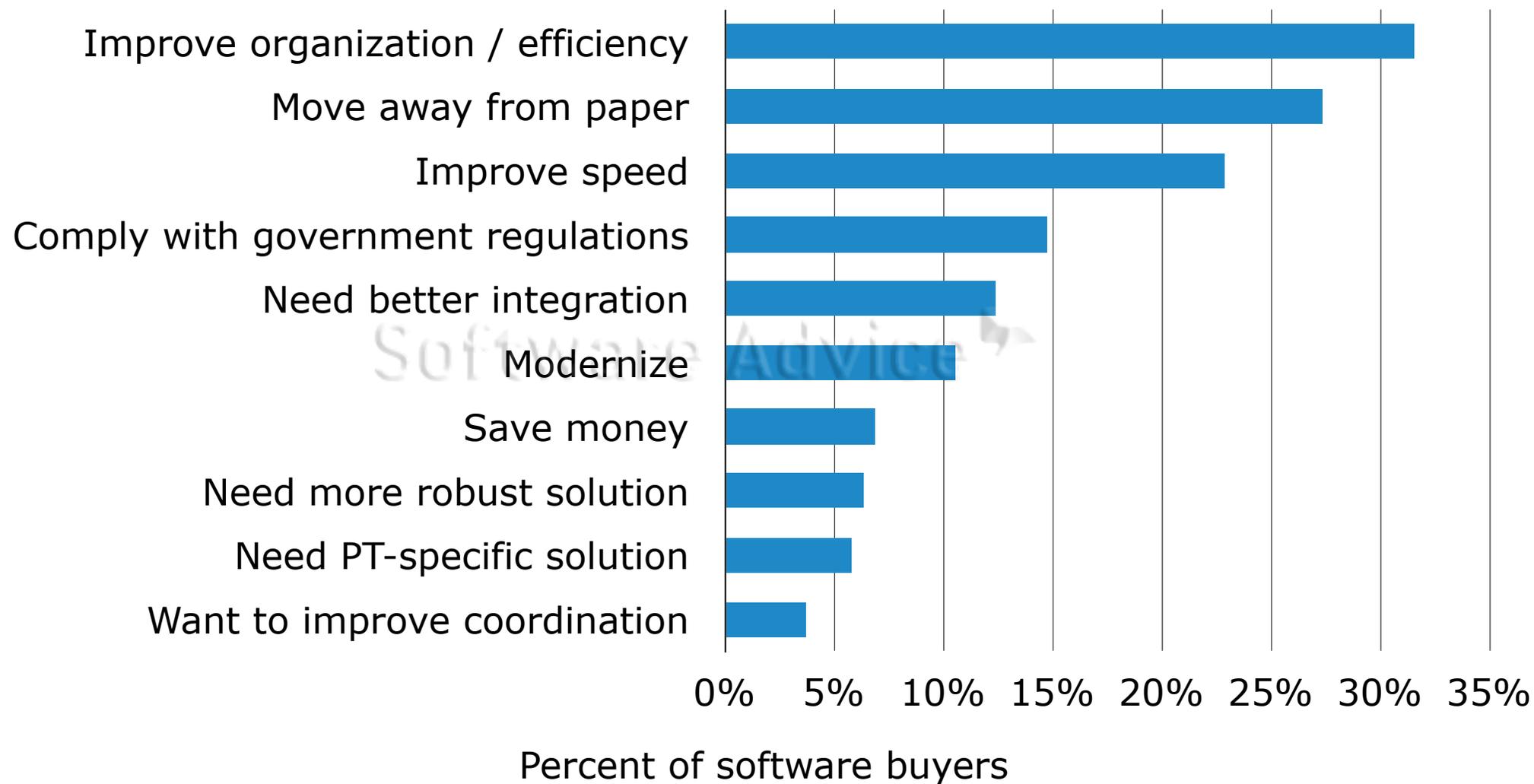
- What applications are physical therapists most interested in purchasing?
 - Why are practices buying physical therapy for the first time?
 - Why are practices replacing existing physical therapy software?
 - What features are physical therapists looking for in medical software?
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More Practices Prefer Cloud-Based Software



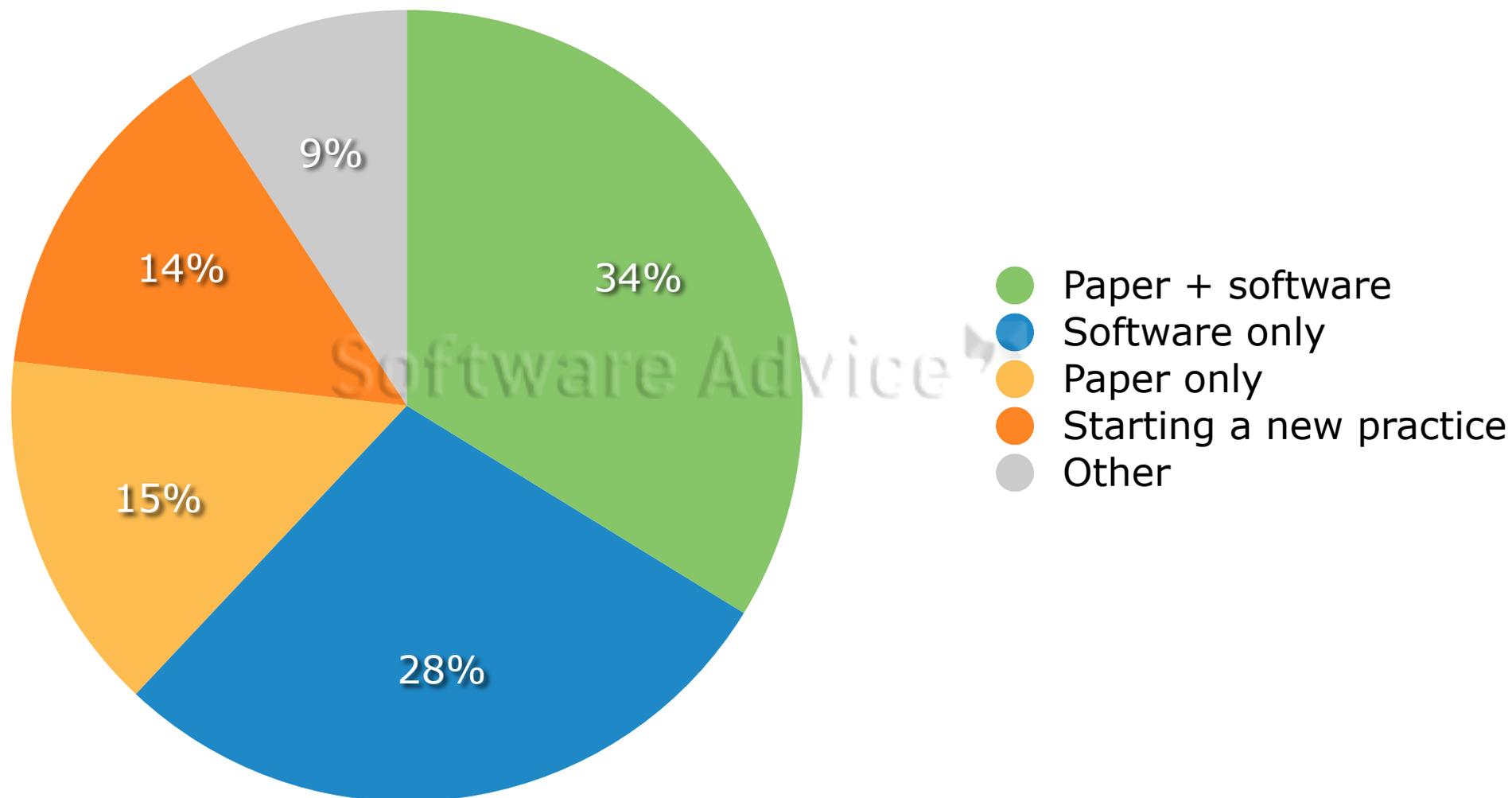
Although the majority of buyers we talked to (64%) stated no deployment preference, those with a preference strongly preferred Cloud-based software.

Practices Want Software that Improves Organization



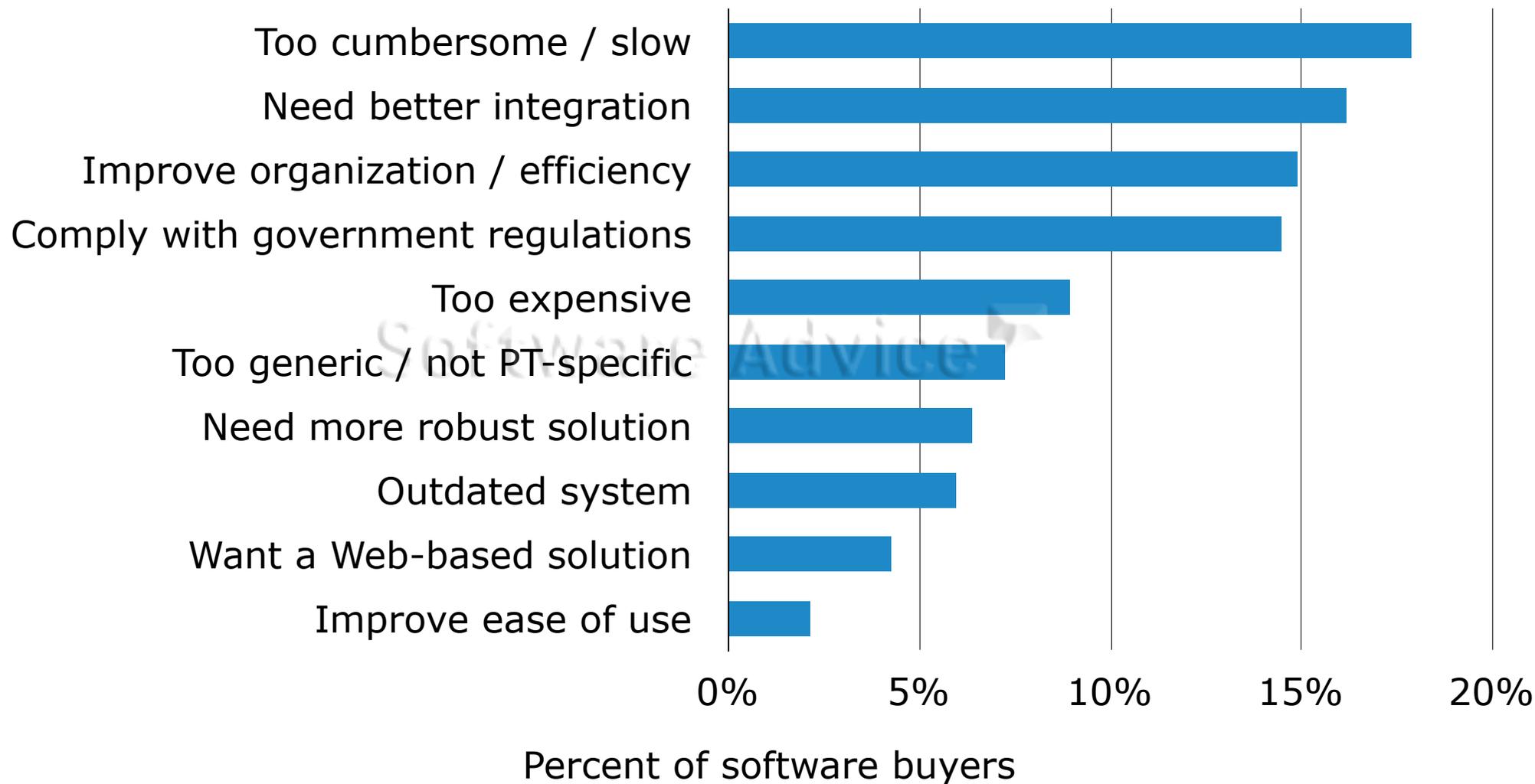
Topping the list of reasons physical therapists are purchasing medical software is to improve organization and efficiency. Moving away from paper is a close second.

Most Buyers Are Replacing Existing Software or Paper (or Both)



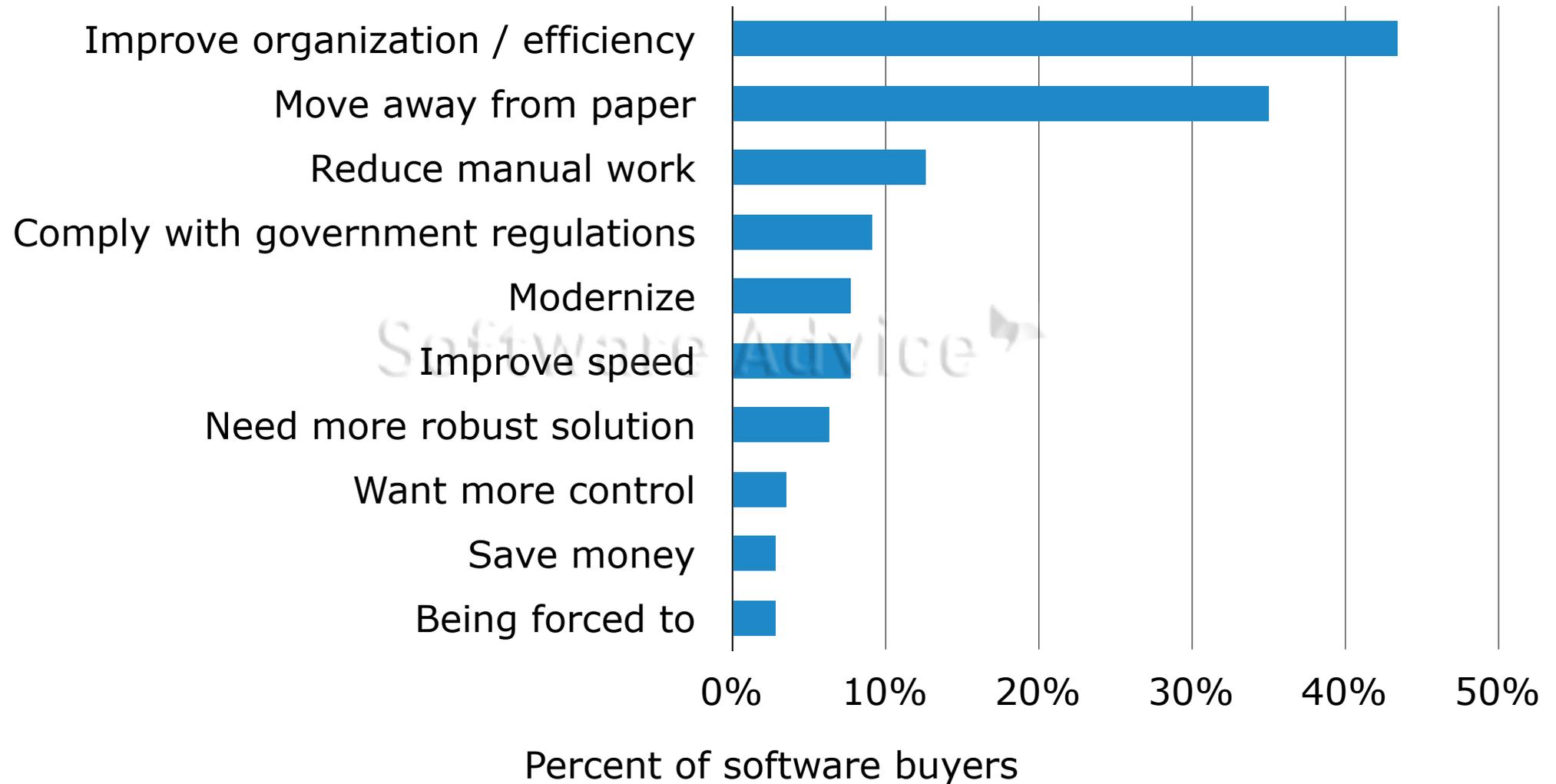
Most of the practices we spoke with were already using commercial medical software (sometimes in combination with paper) that they wanted to replace.

Reasons for Replacing Existing Software



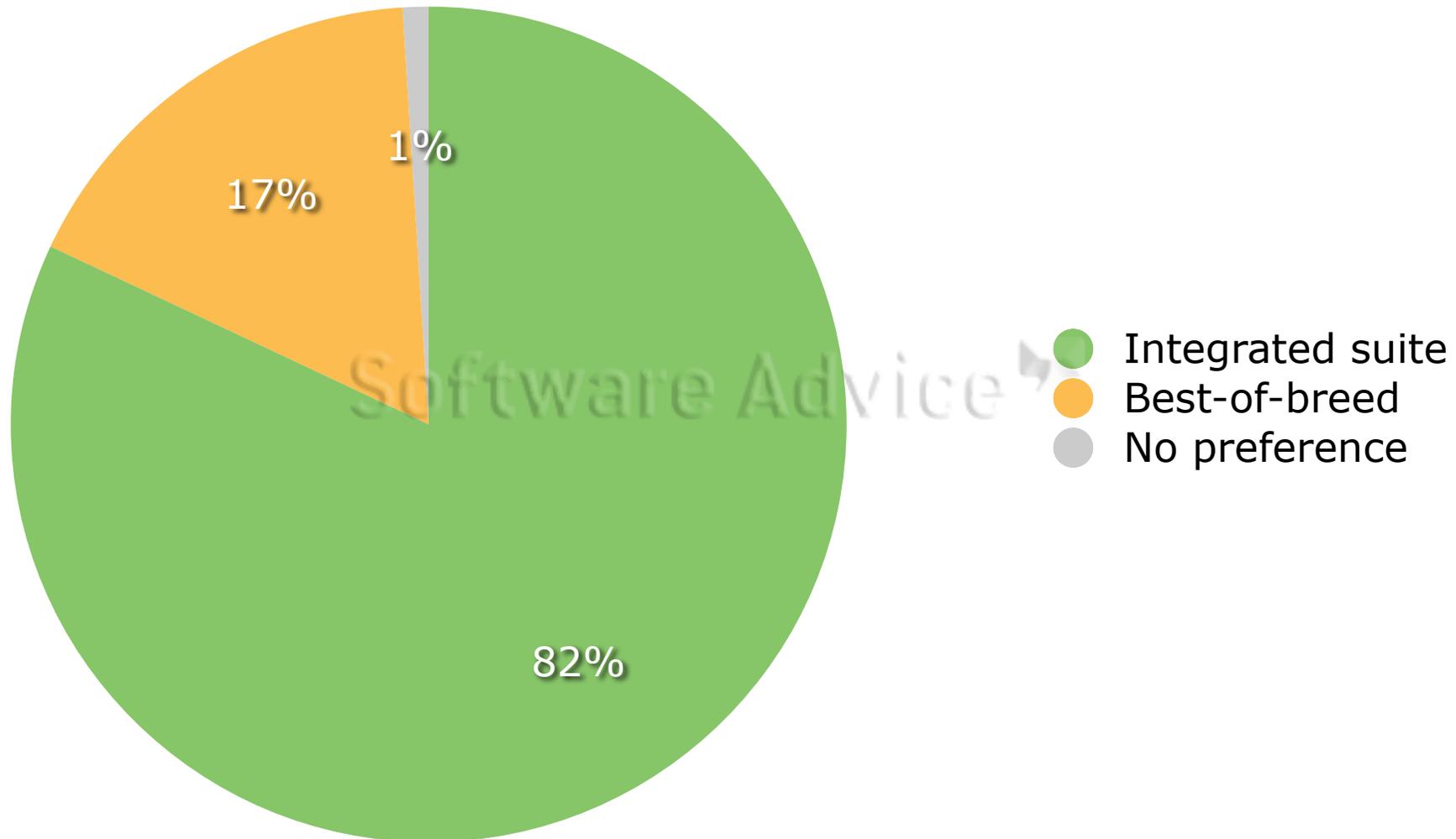
Practices replacing existing medical software are looking for faster systems, better integration with other applications and physical therapy-specific features.

Reasons for First-Time Software Purchases



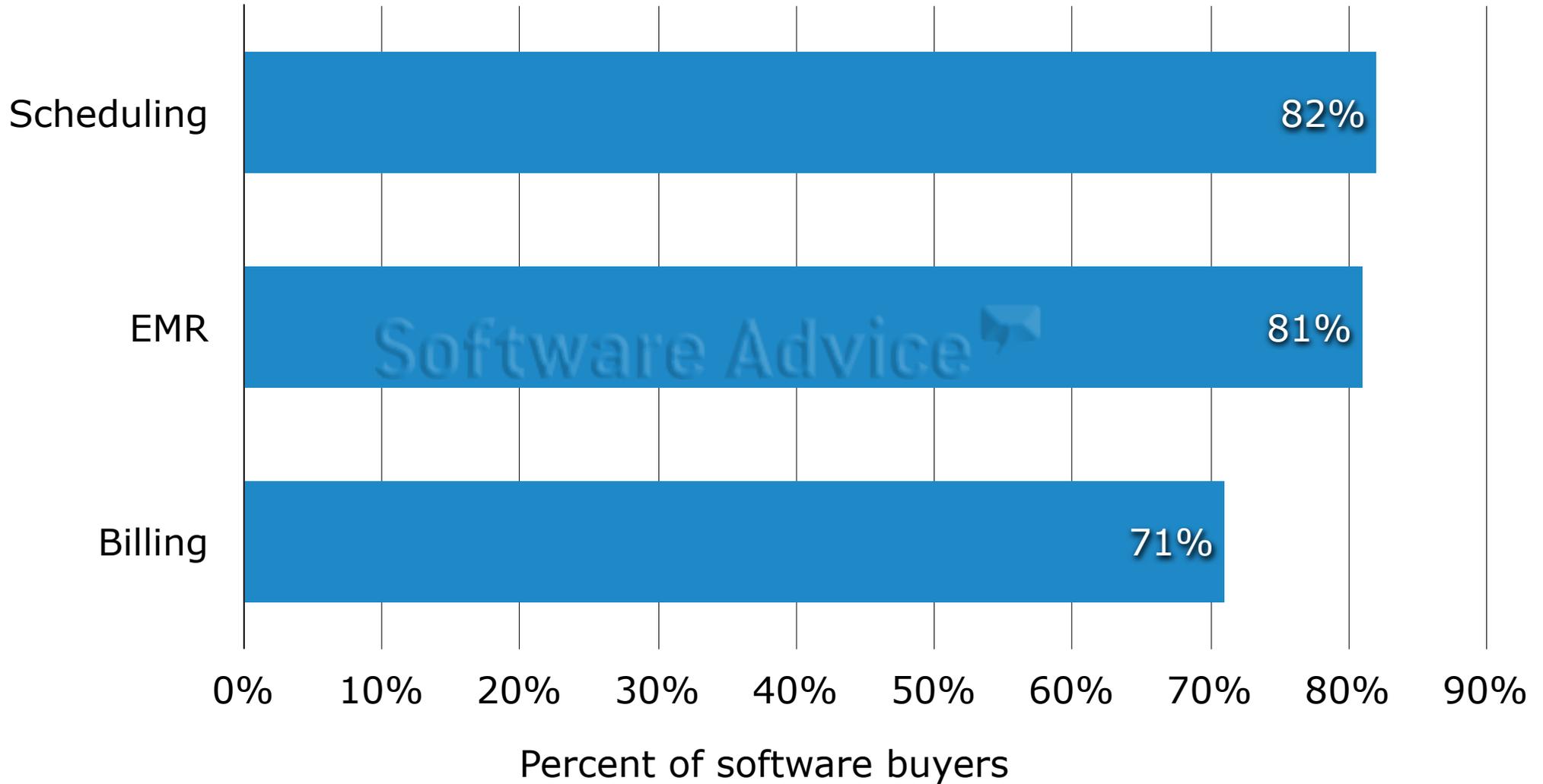
Among practices purchasing medical software for the first time, improved organization and reduced manual work topped the list of reasons for the purchase.

Physical Therapists are Looking for Integrated Suites



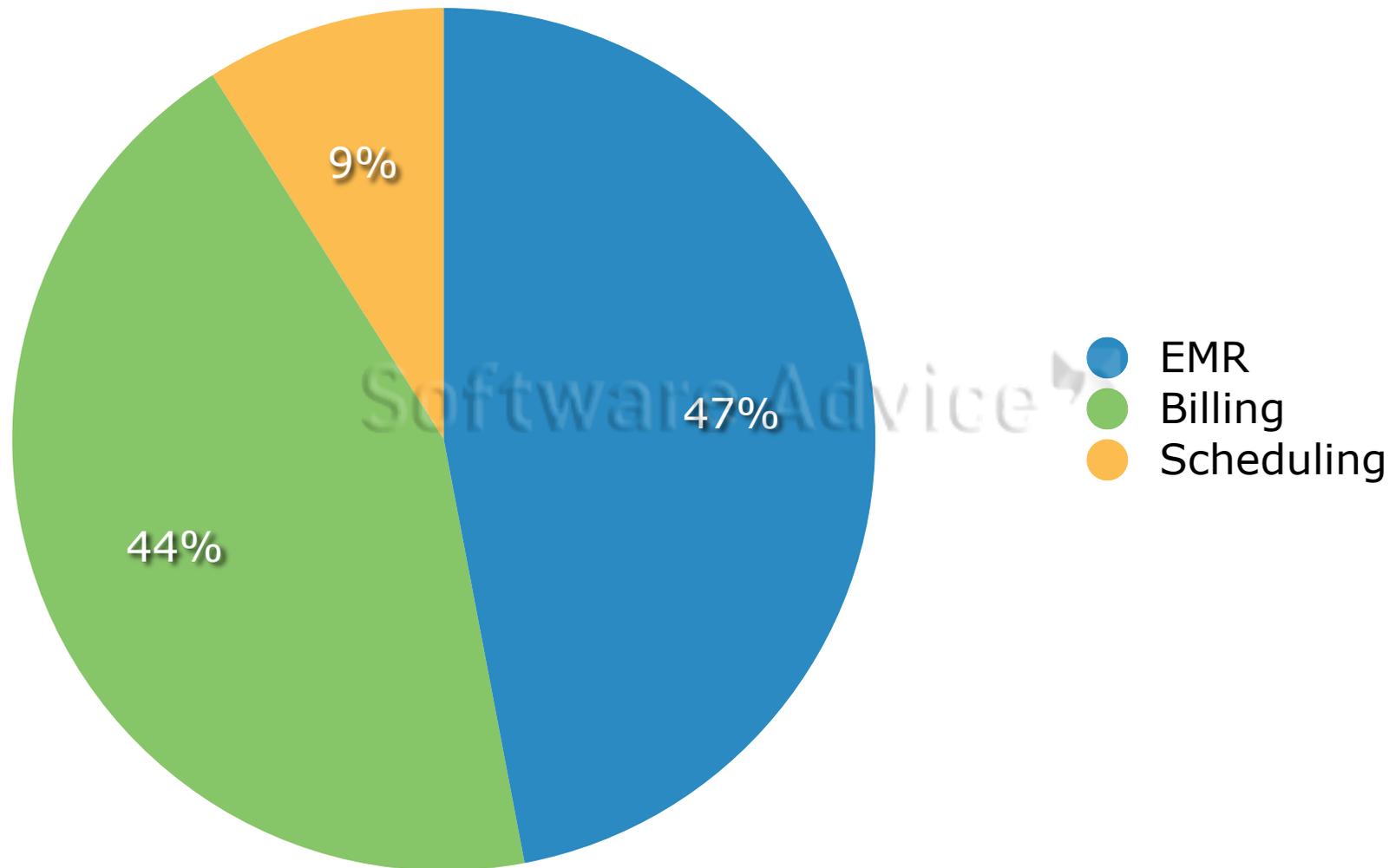
Most of the buyers we talked to were looking for software suites that integrate electronic medical records (EMR) with practice management applications.

Scheduling Is the Most Requested Application



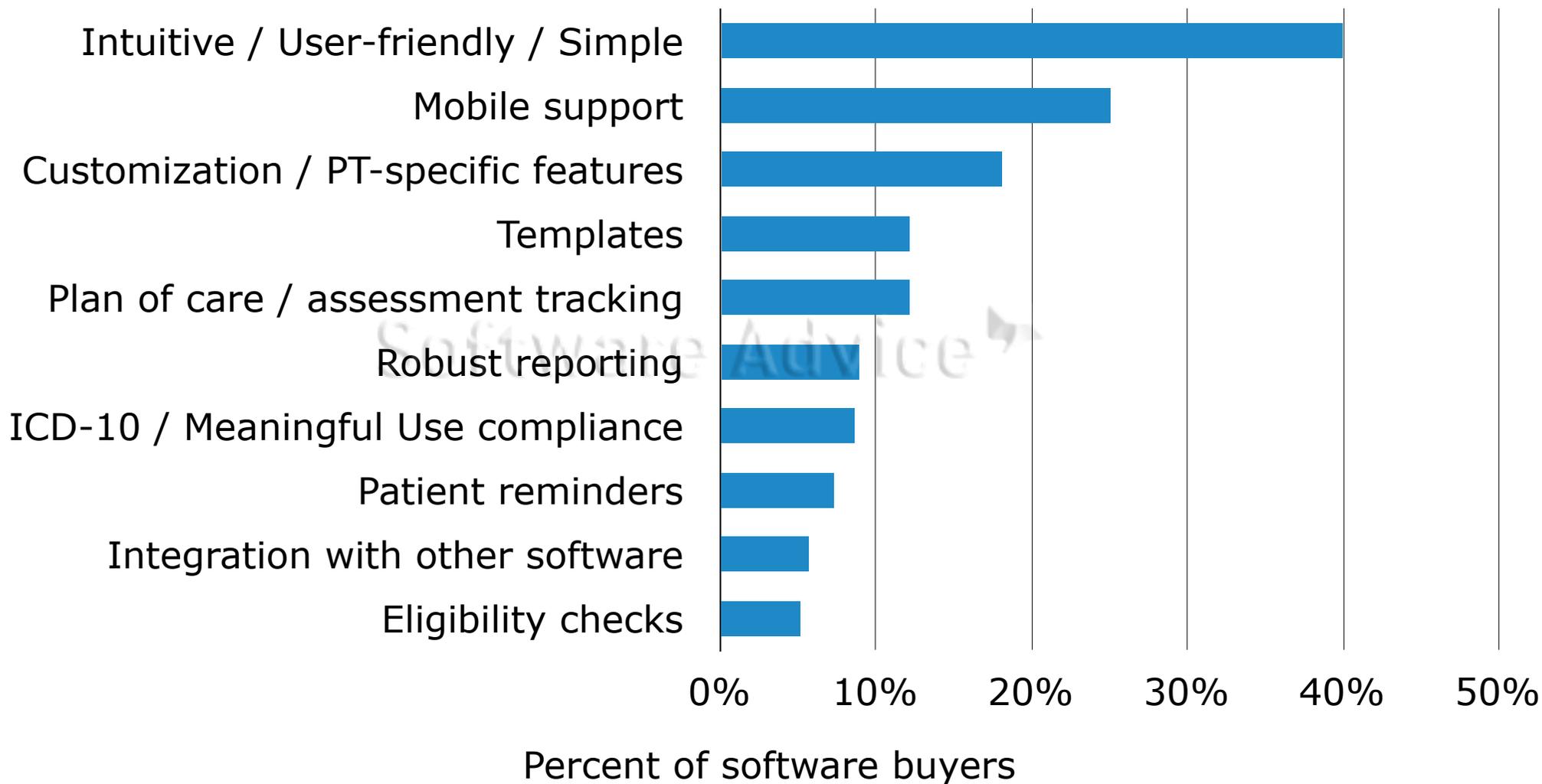
Most of the buyers we talked to were looking for scheduling. Many were also looking for EMR and/or medical billing software, often in integrated suites.

EMR Is the Most Requested Stand-Alone Application



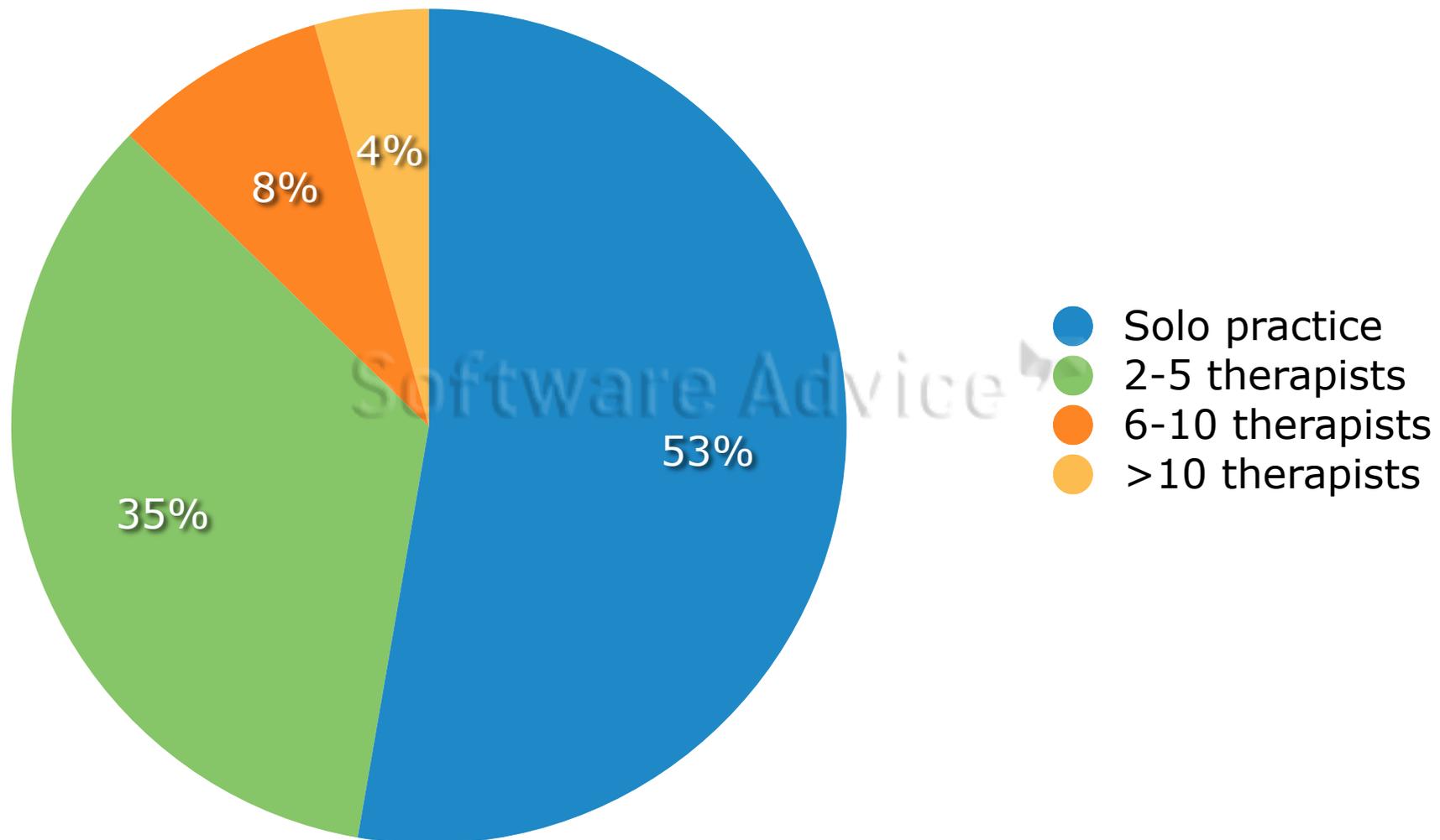
Among those buyers purchasing best-of-breed software, EMR was the most-requested stand-alone application, followed closely by medical billing.

Most Requested Physical Therapy Software Attributes



Many buyers we spoke to expressed interest in something “simple” or “intuitive.” Mobile support for smartphones and tablets was also a top request.

Distribution of Our Sample



The buyers we speak to represent the smaller end of the market, with most coming from solo physical therapy practices.

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