



Award-Winning Physical Therapy Practice Rehabilitates their Accounting System with Help from IDT Consulting and Microsoft Dynamics GP



ATI Physical Therapy, *ADVANCE Magazine's Best Private Physical Therapy Practice in the Nation* for 2006, was established in 1996 by Greg Steil, founder and CEO. The award-winning practice developed customized one-to-one physical therapy and work conditioning programs to more effectively help patients in need of rehabilitation return to optimal health. This unique approach to rehabilitation, a commitment to high-quality individual patient care, distinctive employee training opportunities, innovative research-based programs, and exceptional outcomes allowed the business to grow quickly. What started more than 10 years ago as a small practice run out of the basement of the founder's home, now has more than 20 locations.

The Challenge

When ATI opened its doors, they chose Intuit's QuickBooks as their accounting software. This system, while initially easy-to-use and affordable for ATI as a company just starting out, had become increasingly difficult to manage and limited in its features as the business flourished and their financial system requirements changed.

The Executive Team at ATI knew it was facing major organizational structure changes in the near future. As an example, instead of each physical therapy clinic being considered an independent profit center with its own set of books and managing its own file-based financial database, all locations would soon be considered "branches" of a single corporation. Additionally, sophisticated financial controls, enhanced security, robust audit trails to ensure data integrity, and advanced financial reporting across branches would also be required – something their current financial software setup could not facilitate.

In addition, several accounting and operational processes were being completed manually, which was cumbersome and time-consuming. For example, financial reports for each location and the corporate office had to be extracted from each separate file-based database and then manually consolidated into Microsoft Excel. There was no ability to do consolidated reporting directly from their existing financial software.

It had become very clear that a new system was needed to truly manage the growth and evolution of the business.

The new system would need to be able to:

1. Handle ATI's accelerated growth and new business structure
2. Be flexible and scalable for this growth and reporting
3. Allow for the consolidation of multiple companies in one database
4. Increase efficiency by automating processes to eliminate manual data entry
5. Provide extensive accounting, auditing, and controls capabilities:
 - a. Set and manage security restrictions on data fields, windows and forms
 - b. Track and report on any changes made to data fields and document approval of such changes
 - c. Enable audit trails and electronic signatures
 - d. Automate and centralize control processes to ensure complete GAAP compliance and eliminate human error
6. Integrate easily with an external payroll service provider and other existing software
7. Possess robust, complex reporting requirements including various levels of roll-ups and consolidation
8. Support a switch from cash-based to accrual-based accounting and run cash to accrual basis conversions on a monthly basis
9. Automate Fixed Asset tracking including asset additions/retirements and depreciation
10. Provide a platform that could easily adapt and integrate with IDT's Content Management/Document Imaging framework
11. Offer a user-friendly interface to ensure ease-of-use by ATI staff

The Solution

Shortly after coming to the realization that a new system was necessary, ATI attended the Illinois CPA Society's Business & Technology Solutions Show in August of 2005. There, they met IDT Consulting, an exhibitor at the show and local provider and integrator of business management solutions. After speaking with ATI about their experiences with an outgrown QuickBooks system and their needs for a new solution to handle their burgeoning business, IDT recommended they consider Microsoft Dynamics GP, a comprehensive solution for managing, streamlining and integrating their information, processes, and reporting capabilities.

The IDT team worked with ATI to perform an in-depth requirements analysis in order to fully identify and understand critical business and technical issues, establish budgets, get familiar with the current technology infrastructure, and develop a conversion plan.

The ATI system includes:

- **Microsoft Dynamics GP Standard** – a world-class business management solution packaged and priced for smaller companies on a growth path
- **System Manager** – the backbone of Dynamics GP helps users navigate the system based on their individual roles
- **General Ledger** – the financial heart of the system with features in place to reduce the time and effort spent on key accounting tasks
- **Report Writer** – enables creation of customized reports that allow users to analyze every aspect of the business
- **Smart Lists**– allows users to create and save sophisticated queries for detailed customer, vendor, general ledger, inventory, and employee information
- **Advanced Financial Analysis** – Analyzes financial data by whatever criteria you require, introducing greater reporting flexibility and extensibility
- **FRx Desktop** – an automated financial analysis application
- **Bank Reconciliation** – manages all bank-related activities
- **Payables Management** – improves control over expenses with instantly available current payables information
- **Integration Manager – Financials** – lets users easily map external data fields to fields within Microsoft Dynamics GP without underlying knowledge of the data structures or tables
- **Intercompany** – eases management of interfund transfers and ensures account balances stay accurate and up-to-date
- **Fixed Assets** – allows for quick and accurate recording, tracking, depreciating, and analyzing of company assets

After the show, IDT presented a customized demonstration of the proposed Microsoft solution for the ATI evaluation team. Shortly thereafter, IDT arranged for an on-site visit to see a system in action at an existing IDT client that had business and technical requirements that were closely matched to those of ATI.

Like ATI, the client reference IDT selected also had several locations. This franchise services organization managed a Microsoft Dynamics GP system with more than 100 franchised store operations using a single SQL database. They also chose to have IDT implement FRx – Microsoft’s powerful reporting tool. Much like the client reference’s system, FRx was also a key component of the proposed ATI solution, due to their need for enhanced financial reporting and analysis. Further, this reference customer was a shining example of IDT’s ability to implement powerful custom reporting capabilities.

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Throughout the process, ATI was impressed by IDT’s understanding of ATI’s unique short-term and long-term business goals and objectives, their ability to clearly demonstrate how the Microsoft Dynamics GP system could be personalized, configured and customized to meet the needs and requirements of the ATI user community, and their presentation of solid customer references. All of these factors led ATI to the decision to move forward with the IDT team and complete the implementation of Microsoft Dynamics GP.

The Results

Though switching from one accounting system to another is a major undertaking, any fears or trepidation that ATI had regarding the project were quickly alleviated once the process began.

Because the team took ample time up front to complete the requirements analysis and ensure ATI's current requirements and future goals were understood, the implementation went smoothly from the first kick-off meeting through to the go-live date.

ATI team members appreciated the fact that there were multiple people at IDT who were familiar with their account so that in the event their primary contact was not available, there was always someone who could help. This, along with well set expectations, clear and concise documentation, well-defined team member roles, and a helpful staff made it possible for IDT and ATI to meet their aggressive go-live deadline.

The new Microsoft Dynamics GP system went Live May 1, 2006 and allows ATI to work more efficiently than ever before. What once was manual and cumbersome is now automated, consistent and streamlined.

Users of the new solution immediately observed that it was not only easy to get information into the system but that it was easier than ever to pull that information back out and "slice and dice" it anyway they need to meet the needs of a variety of audiences such as internal analysts, banks, or investors.

Kathy Albright, Controller at ATI, says this of the new Microsoft Dynamics GP system: "Having worked with several different systems over the years, I've found GP to be very user-friendly. Report writing can be done with ease and we are certainly running more efficiently thanks to the guidance and expertise of IDT's knowledgeable staff and the automation of several processes that were previously completed manually."

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Controller, ATI

Users of ATI's system have noticed other benefits as well, such as:

- **Ease of use** - Because IDT worked to get initial templates for base financial statements set up in the FRx module, ATI was able to hit the ground running. As key players on the ATI team learned to create their own reports and report templates, other team members found it easy to utilize these new templates to complete their own reporting functions without specialized knowledge of the product.
- **Reduced manual entry and considerably improved reporting** – The ability to do consolidated reporting directly from Dynamics GP has been a significant benefit as there is no longer a need to export to other software and complete spreadsheets by hand. Instead, it can all be done through the reporting functions that readily exist. The availability of multiple levels and roll ups has also been a great help in getting these reports quickly and easily into the specific format that is needed.
- **Increased efficiency** – Month-end and year-end closes are able to be completed much more quickly. As an example, ATI had closed year end and month end of

January by February 8th. Prior to using the Dynamics GP system, the month-end process could take weeks to complete.

- **Smoother running processes** – Previously, each of the more than 20 individual ATI clinics issued their own 1099s. Now, this process can be completed much more quickly in just one run from the main office.
- **Helpful integrations** – Prior to the new system, ATI’s external payroll vendor was not able to load in payroll data. Now, instead of it being necessary to use journal entries to input this data, Integration Manager – and IDT’s expertise with its automation capabilities – made it possible to do this automatically, resulting in considerable time savings.
- **Increased level of service for vendors** – Now that data is centrally located rather than spread out in more than 20 separate databases, vendor inquiries can be handled in a snap.
- **A valuable support team** – On the occasions that ATI has needed support for their system, they’ve been happy to find that their IDT team has been readily available, helpful and very accommodating.

As with any technology investment, scalability to meet future needs is an important consideration. While the staff at ATI is very satisfied with how the new system is working today to make managing their business easier, they are also confident that the system will continue to meet their growing and evolving needs in the future. Due to the scalable nature of the system, handling things like the addition of new locations will be a straightforward and uncomplicated process because all of the necessary templates and skeletons are already in place. And, if future business needs dictate that an upgrade to Microsoft Dynamics GP Professional is needed, it is a comfort to know that their trusted team at IDT will be there to guide and support ATI through the process and that it can be done without having to relearn software or deal with cumbersome data migration hassles.

“The new system fits our business so perfectly well thanks to IDT” Albright says. “And we know our Microsoft Dynamics GP system will continue to grow with us and IDT will continue to support us as the ATI business expands.”

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IDT Consulting (www.idtconsulting.com) was founded with the sole focus of helping companies harness the power of information through Business Management solutions. For companies who recognize the value of integrating and streamlining their back- and front-office systems, IDT Consulting’s sister company, Integrated Document Technologies, offers solutions to reduce paper, automate business processes and enable regulatory compliance. Working together, they have become leading providers of a variety of business technologies.

Whether you’re planning a new ERP/Financial or CRM Solution, adding content management capabilities, or exploring the combined power of multiple technologies, IDT Consulting’s resources and expertise can help you make sense of everyday business transactions. IDT Consulting is a single-source knowledge base for system design, integration, customization, implementation and long-term support.