



2025

Trends in O&P Practice Management Technology

New research reveals that most (90%) of O&P practices have turned to practice management systems to help run their businesses, but overall satisfaction with these systems is low with 71% less than fully satisfied with their current system. What is driving this less-than-stellar performance, and what are leaders looking for in 2025?

Read what more than 80 O&P practice leaders had to say.



Executive Summary

O&P practice leaders face significant challenges, including maintaining profitability, addressing workforce shortages, and enhancing operational efficiency in the new year. To navigate these hurdles, many have adopted practice management software systems.

However, a new research study conducted by In90group, an independent research firm specializing in healthcare industry trends, reveals that a majority of these leaders are not fully satisfied with their current systems, with nearly one-third of them considering a switch.

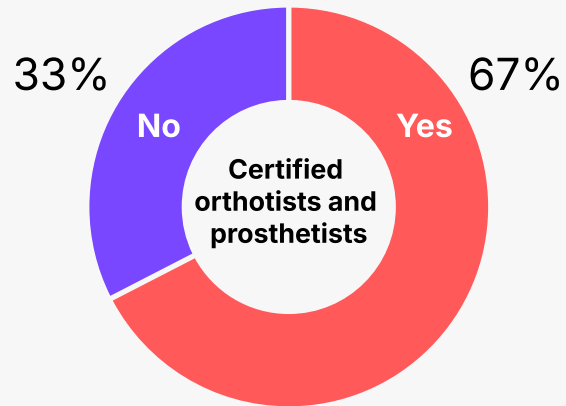
This report delves into O&P practice leaders’ key concerns and evolving expectations for practice management systems, interest levels in emerging technologies like artificial intelligence (AI), and plans for the future of practice management systems.

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Research Overview

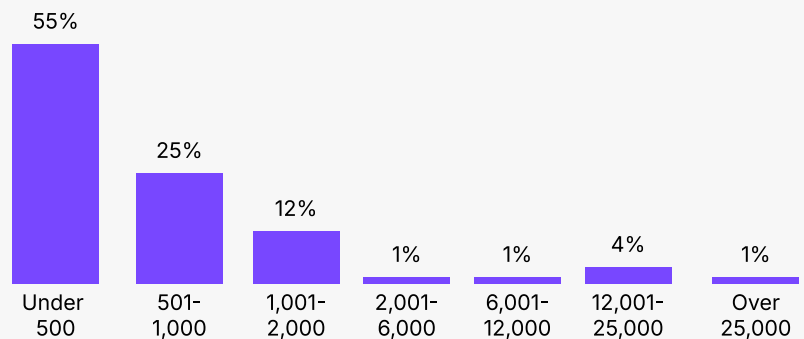
The online, quantitative survey captured insights from 85 O&P practice leaders in November 2024. Respondents represented a diverse mix of clinical and business leadership roles across various organization sizes, ensuring a comprehensive view of industry trends.



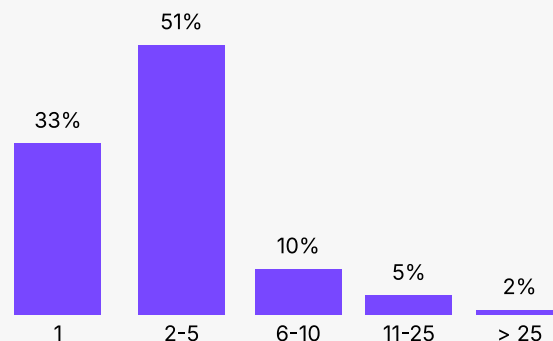
Job Titles



Average # of Patients Served



Number of Locations



Key Findings

Current Challenges and Priorities

Near-Term Challenges

Practice margins (**37%**), workforce shortages (**28%**), and growing patient population/referral sources (**19%**) persist as the most significant challenges among O&P practice leaders in 2025. These three issues remained at the top of the list when respondents were asked about the long-term outlook over the next 3-5 years.

Operational Improvement Needs

Back-office operations, including revenue cycle management (**39%**), compliance and documentation (**24%**), and purchasing/inventory (**11%**) are identified as the top three most critical areas of the business that need improvement.

Satisfaction with Current Practice Management Systems

Dissatisfaction

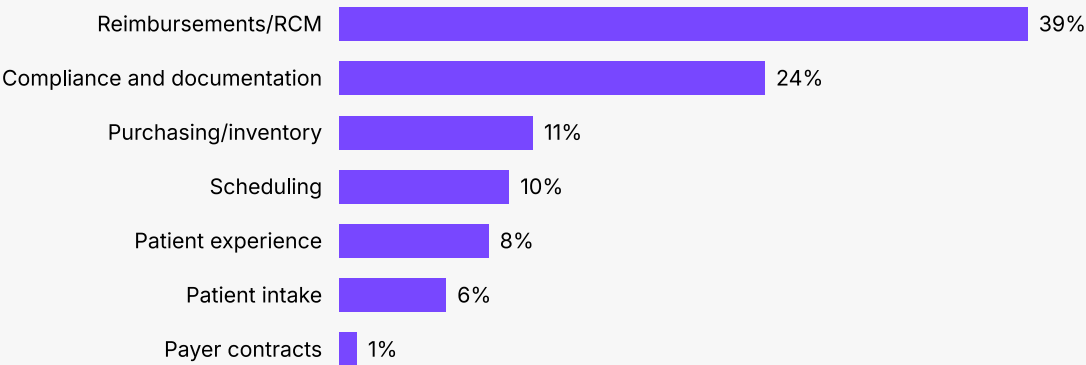
71% of respondents reported being less than fully satisfied, citing rigid workflows, inadequate customer support, and lack of innovation as primary pain points. For those that are most satisfied, ease of use, efficiency gains, and improved claims management were the most-mentioned reasons.

Intent to Switch Intentions

32% of practice leaders say are likely to consider switching practice management systems, reflecting a strong appetite for change to a modern system that better meets their expectations.

Areas of Focus for 2025

Functions in Most Need of Improvement



As mentioned in the key findings, the top area of the business that practice leaders believe needs the most improvement is revenue cycle management. Given the growing complexities of payer rules, emerging payment models, workforce shortage issues, and ever-increasing audit risks, this is no surprise.

Seventy (**70%**) of respondents report that their organizations attempt to manage all of their revenue cycle management functions internally while another **16%** use a combination of in-house and external resources.

This is quite different than other healthcare sectors, such as health systems and physician groups, which have embraced the idea of outsourcing some or all of their RCM functions to third-party firms that specialize in RCM.

The advantages that many RCM-dedicated service providers typically include:

Improved Revenue Capture

Expertise in billing and coding helps improve the accuracy of claims and accelerates time to payment.

Enhanced Focus

Practitioners are able to focus more attention on patients than paperwork, which often results in better outcomes for the practice and the patients.

Operational Efficiencies

By minimizing expenses associated with working denials and rework, practices typically experience operational efficiencies and cost savings.

Nymbl Systems offers its O&P, CRT, and HME customers an answer, with its Revenue Cycle Management services. Ranging from pre-submission claims scrubbing to denial management, Nymbl's comprehensive range of services enables practice leaders to choose which functions they want to outsource and which they want to keep in-house.

Learn more today

www.nymblysystems.com/revenue-cycle-management

The second area of improvement is compliance and documentation. CMS and commercial payers alike are constantly adding and changing the regulations that govern O&P practices. Clinicians are busy seeing patients all day every day and often don't have time to properly document patient visits. Improper or incomplete documentation jeopardizes the practice's ability to produce clean claims, which in turn, delays reimbursement and puts the practice at risk for audit failures.

Nymbl recently launched the industry's first AI Notes solution, which uses advanced AI and ambient listening capabilities to automatically capture and format clinical notes so practitioners can just review the notes and publish to the patient record when ready.

Learn more today

www.nymbldsystems.com/ai-clinical-notes

The third area O&P practice leaders believe needs attention is purchasing and inventory. Leaders are expressing a need for systems that allow staff to order directly from vendors within their EMR, without relying on external tools or manual tracking. The inefficiencies not only waste time but also lead to inventory discrepancies, delayed device delivery, and missed opportunities for cost control. As practices scale, having a clean, automated purchasing process has become essential for maintaining both operational efficiency and profitability.

What Do Practice Leaders Expect?

Practice management systems were originally designed to help practices create and file electronic claims and manage patient care/products. Today, these systems have grown to touch virtually every aspect of the practice. When asked what leaders expect from their practice management systems, the most common expectations included:

28%

Better insights into business performance

20%

More automation of their business processes

24%

Improved productivity of administrative staff

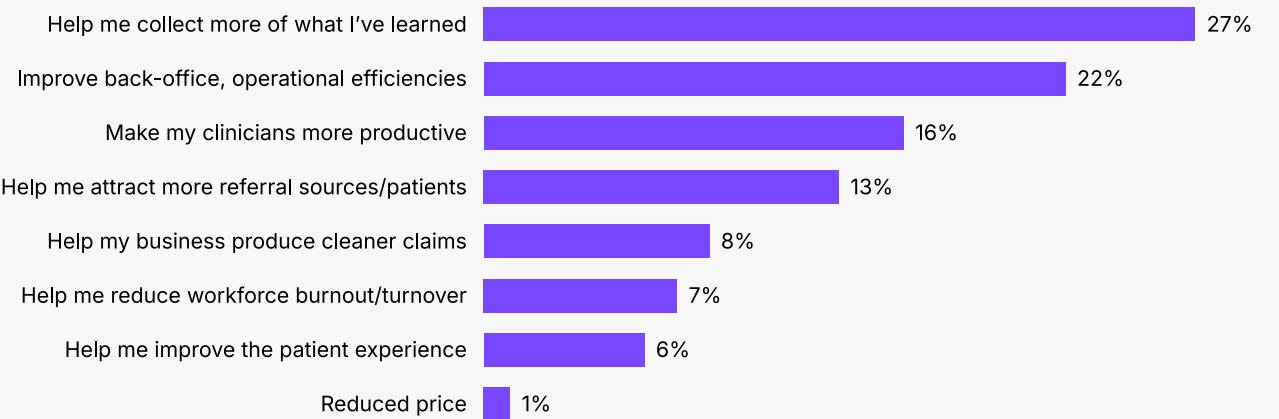
15%

Improved productivity among their clinical resources

Going forward, leaders say they would like to see more from their systems. The research highlights an urgent demand in 2025 for practice management solutions that can help them:

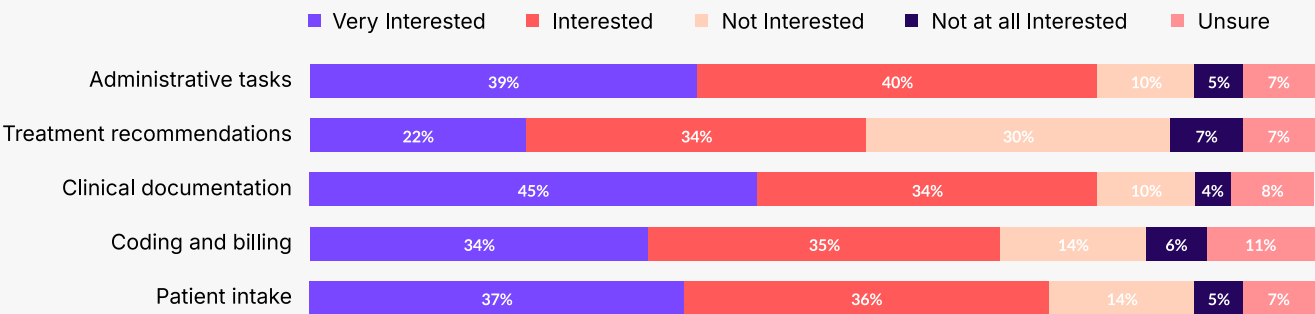
- Enhance revenue capture
- Improve operational and clinical productivity
- Attract more referral sources to grow patient populations

Top Desired Benefit of Practice Management Systems



In addition, the research indicates that many leaders (**80%**) are interested in using AI and ML to streamline operations, particularly in areas like claims automation, clinical documentation, and patient intake workflows. With modern practice management systems in place, practices are better equipped to take advantage of the leading edge technologies.

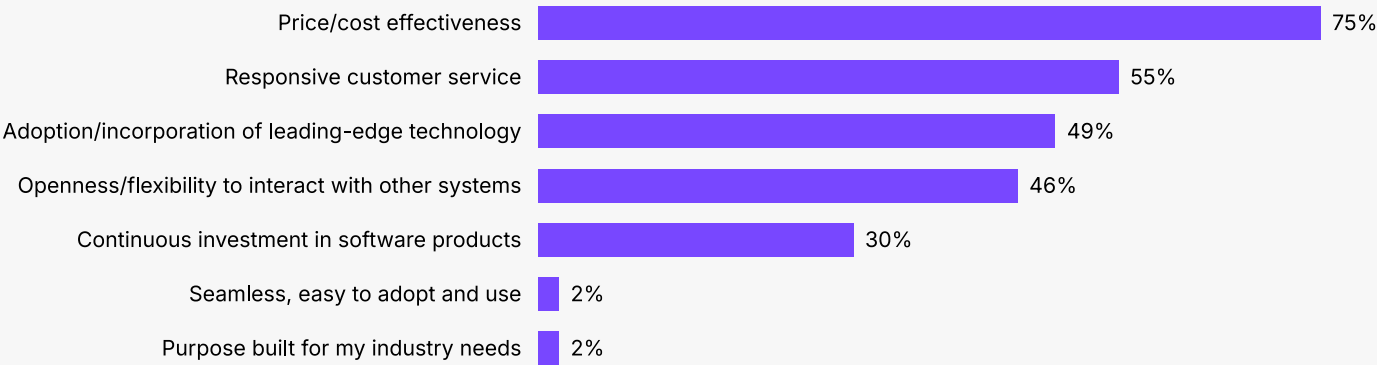
Interest in Using AI & Machine Learning in Differing Tasks



What To Look for in a Technology Partner

With hundreds of practice management systems available to choose from, selecting the right vendor partner can be challenging. When asked: “What characteristics matter most in a technology partner?” Respondents selected three key priorities, and the results provide a clear view into what O&P professionals value most when evaluating new solutions: cost effectiveness, responsive customer support, and continuous innovation.

Most Important Characteristics in a Technology Partner



Where do O&P leaders turn when looking for more information on industry trends, new products and technology? Survey respondents were invited to select up to three trusted sources and the results offer valuable insight into where to find guidance and decision-making support in a rapidly evolving landscape.

When evaluating options and looking for more information on industry trends, new products, and technology, leaders say they turn most often to conferences (63%), peers (45%), and vendors (33%).

Conferences	63%
Peers	45%
Vendors	33%
National Associations	21%
Publications	21%
State and Location Associations	16%
Consultants	1%

Looking Ahead: 2025 and Beyond

The O&P market is poised for significant growth in the coming years, and now more than ever, practices need to be prepared with the right systems to help them earn their fair share of the market potential.

Practice leaders should continue to expect more from their practice management systems as technology advancements are happening and break-neck speeds. They should align with technology partners who can deliver innovation, efficiency, and exceptional support.

Nymb! Addressing the Industry's Needs

As hundreds of practices have recently implemented Nymb!'s native cloud-based practice management solution, they are discovering the true value of what a practice management solution partner delivers, including:

- Customer-first software development and continuous innovation with 10+ product releases each year and many customer-driven collaboration forums
- Easy-to-use, modern software interfaces, including mobile-friendly, that reduce training time and support both administrative and clinical efficiencies
- Adoption of cutting-edge technologies like AI to help practices improve accuracy, expedite reimbursements, and reduce manual workflows
- Dynamic, drill-down dashboards and business intelligence tools to give both business leaders and staff the insights they need to make more informed decisions
- Open, flexible systems that integrate with other applications and make the transition to the platform easy
- Dedicated customer success managers and 24/7 support, including online chat, to help practices optimize their investment
- Complete data ownership

O&P providers deserve software that's as specialized as their care.

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