



75%

80%

The Billing Breaking Point: When You Know You Need Help

Christy Traylor, Client Revenue Manager

“There was a lot of pressure on us. The doctors were not happy because money wasn’t coming in the way that it should in the time that it should.”

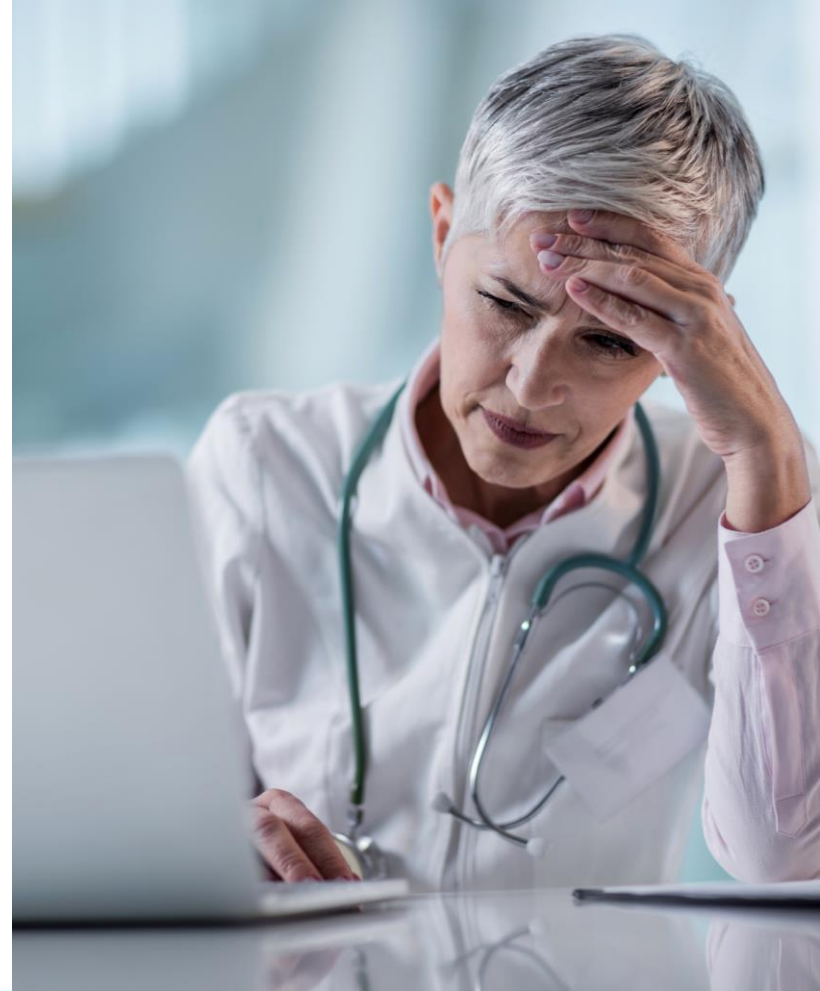
—Joel Link

Billing Manager, Affiliated Medical Associates

Infectious Disease

You're Here...

- Working overtime day-to-day
- Dissatisfied with current billing company
- Lack of cashflow and insight into financials
- Struggling to remain independent



Vision Forward

Solve your billing burdens once and for all.

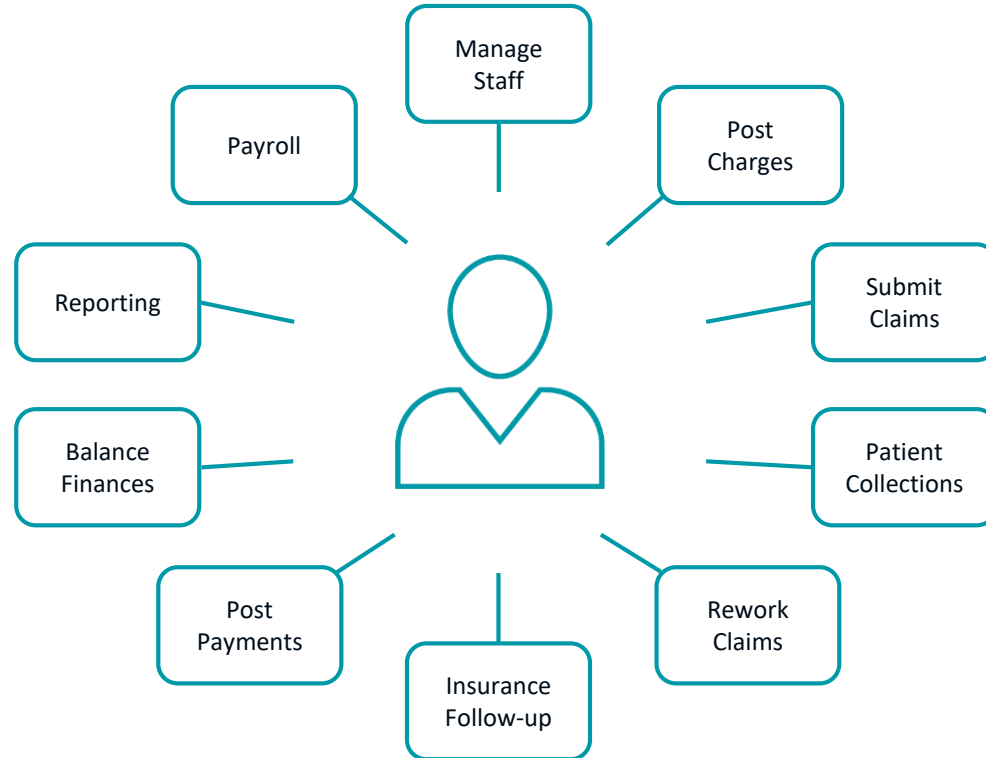


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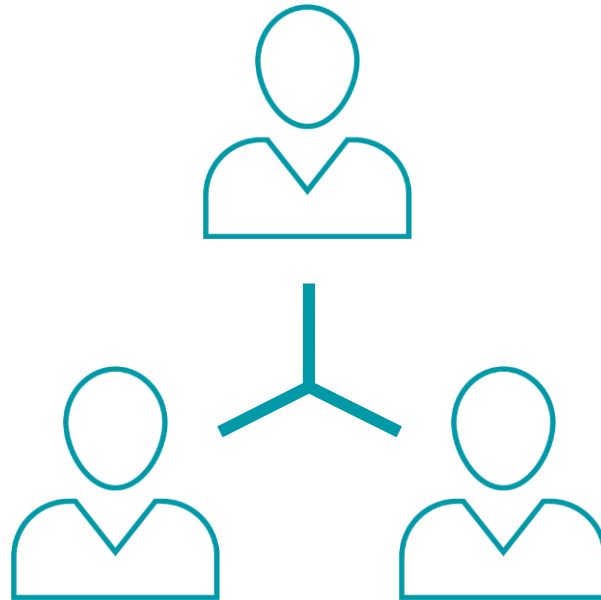
Situation #1

STAFFING INEFFICIENCIES

Day-to-Day



Staff Attrition



Staff Attrition



Insufficient Time for Important Tasks

- Following up with insurance payers
- Reworking claim denials and rejections
- Entering claims
- Posting payments



Cost to Hire



Local Talent



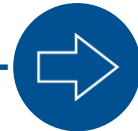
Salary & Benefits



Training



Time Off



Employee Attrition

We are an Extension of Your Team

- Dedicated team
- Scalable with your practice
- Shared responsibility
- Body of knowledge

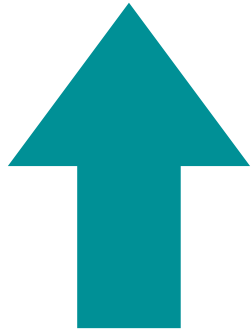




Situation #2

OUTSOURCED BILLING

Losing Control



Communication



Cashflow



Adjustments



Days in A/R

Changing Landscape

ICD-10

- Over 70,000 codes
- Increased vulnerability to reimbursement declines

MACRA

- $\pm 4\%$ Medicare Part B adjustments
- Performance-based incentives for quality and cost

AHCA

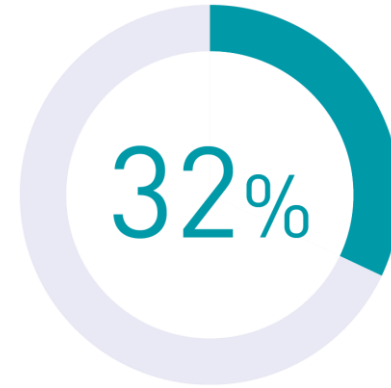
- Projected increase in patient responsibility
- Projected decrease in number of patients insured

“I got a letter from Medicare saying I was going to get a 2% deduction for not meeting Meaningful Use. I was pretty frustrated, and I just thought, ‘You know what? No matter what I do, they’re just going to ding me.’ At that point, I felt like I had given up.”

—Dr. Mark Godiksen
Physician and Practice Owner
Internal Medicine

Inefficient Workflows

- Unfamiliarity with PM/EHR
- Over-reliance on office staff
- Delayed claim submissions and reworking
- Unsent or delayed collection letters



Only 32% of **patients who owe money** receive a collection letter

We Provide a Hands-On Partnership

- Comprehensive implementation and training
- Financial reporting and feedback
- PM and EHR expertise
- Weekly and monthly calls





Situation #3

DECLINING REVENUE

“When you have \$2.5 million in A/R, and it’s because insurances aren’t paying, you know you have to find a way. How can we get insurance to pay these claims?”

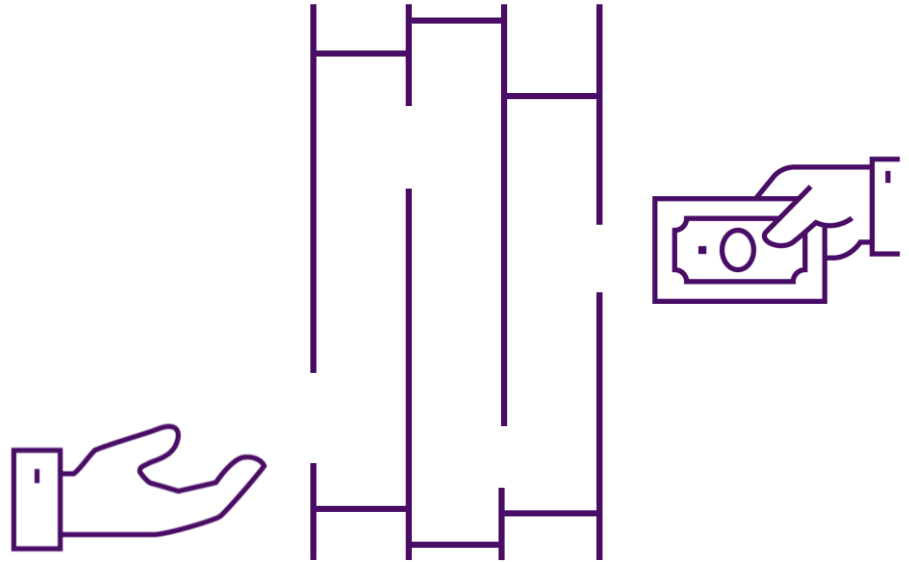
—Brittany Clark

Practice Administrator, Peoria Surgical Group, Ltd.

Surgery

Too Many Payers

- Fee schedules
- Slow to pay
- Lack of funds
- Unique modifiers



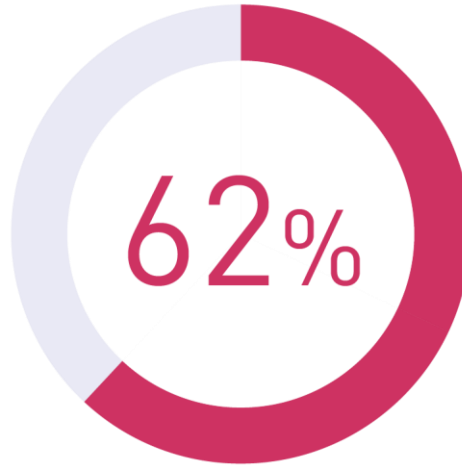
79% of practices deal with 10 or more payers and all have their own fee schedule

Timely Filing

- Monitoring commercial and government guidelines
- Following reconsiderations and appeals guidelines
- Writing off balances
- Increasing outstanding A/R



Claim Denials



Only 62% of practices review
delinquent claims

We Focus on Your Specialty

- State and local payer requirements
- Claim denials and rejections
- Outstanding A/R collection
- Common trend identification



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MAKING THE SWITCH

Attacking Fears



I'm scared of the
unknown



I want to monitor
my finances closely

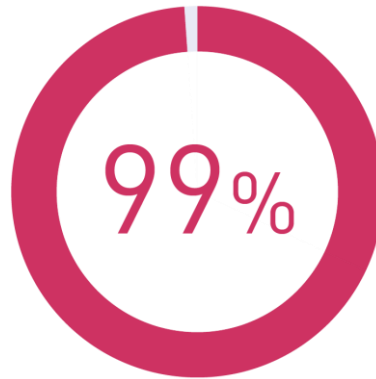


What we're doing
today works

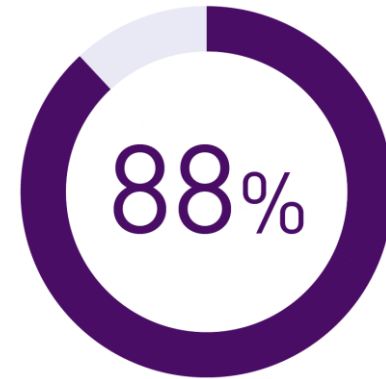
Benchmarks



Net Collections: 97–98%



First-Pass Clean
Claims Rate: 99%

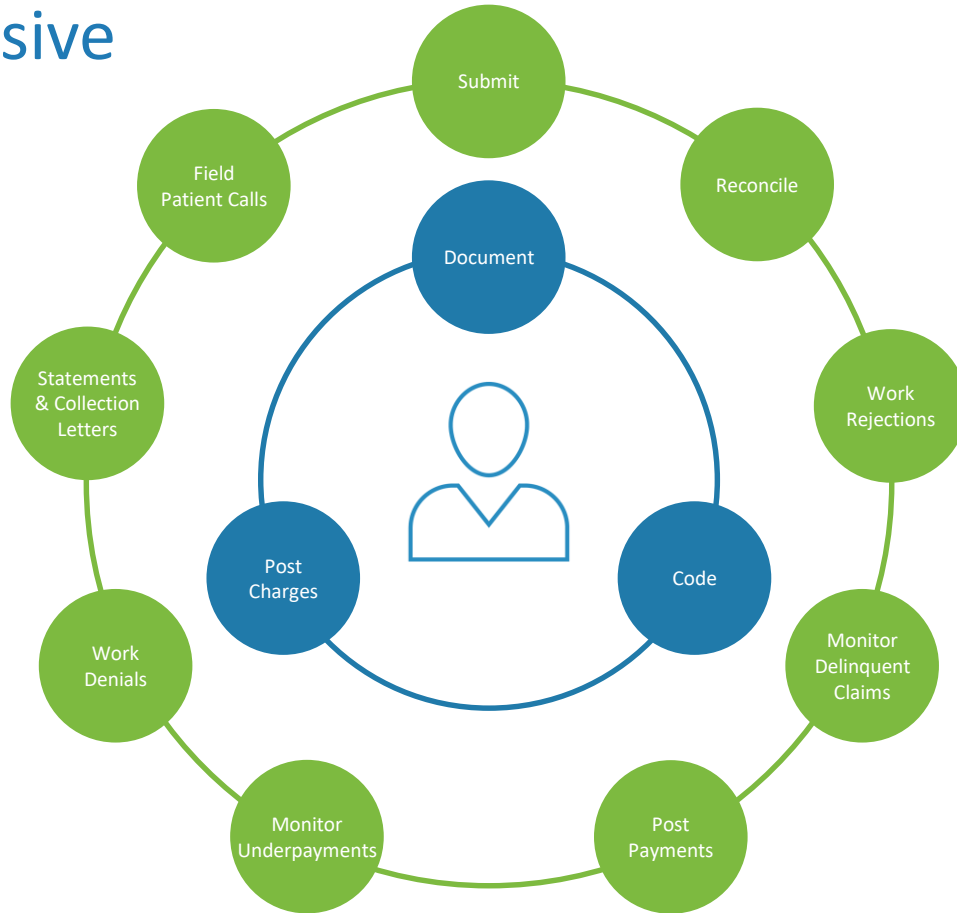


Payment at First Pass: 88%

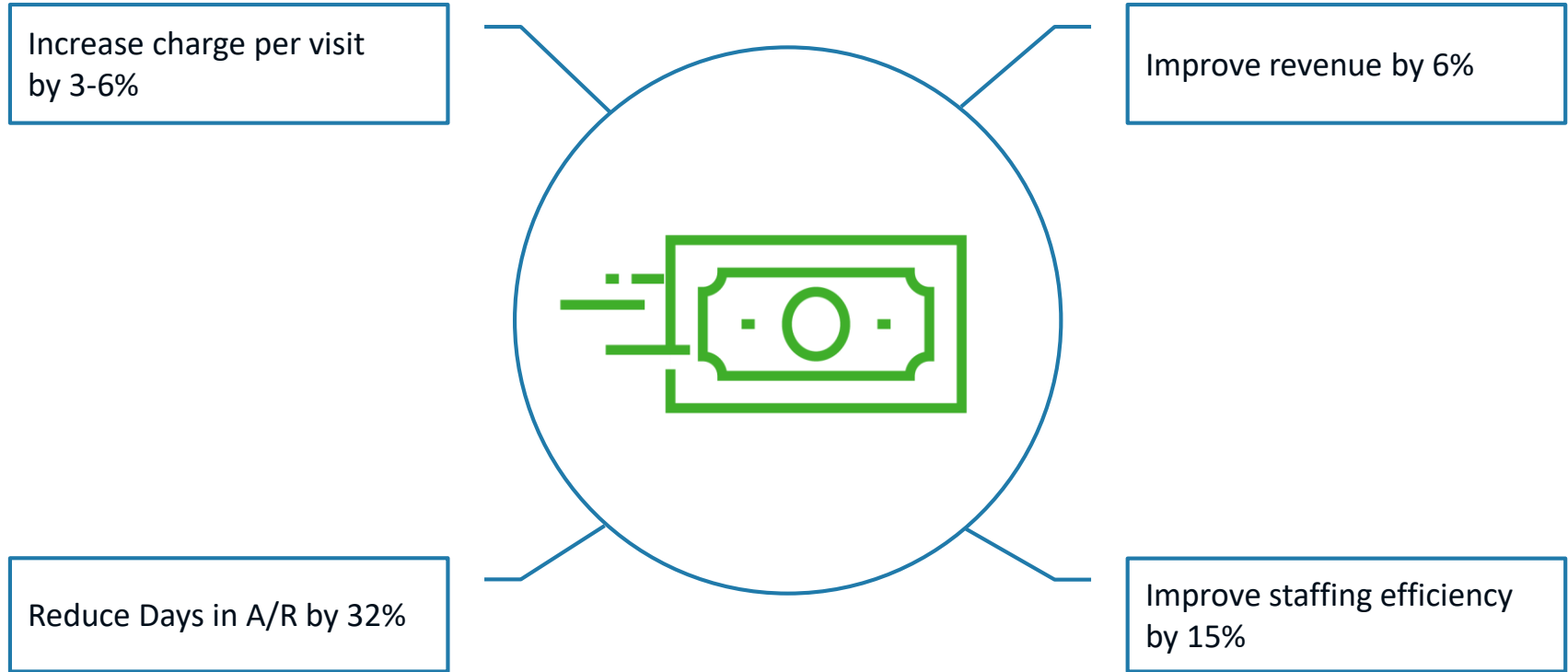
A decorative graphic featuring a horizontal blue band across the middle of the page. On the left side, there are several overlapping purple circles of various sizes, some connected by thin lines. A faint, light blue gear-like pattern is visible behind the circles on the left. The text 'GREENWAY REVENUE SERVICES' is centered in white, bold, uppercase letters within the blue band.

GREENWAY REVENUE SERVICES

Comprehensive



Return on Investment



Essentials



We Provide On-going Transparency

Weekly

- Provide tactical feedback on trends
- Update status of specific projects
- Review customer assistance
- *Send statements*

Monthly

- Review monthly KPIs
- Identify areas for improvement
- Provide advice and guidance based on customer-specific and industry trends

“Greenway Revenue Services support has been outstanding. When there’s a problem, they get right on it.”

—Dr. Mark Godiksen
Physician and Practice Owner
Internal Medicine

A decorative graphic consisting of a horizontal blue band across the middle of the page. On the left side, there are several overlapping purple circles of various sizes, some connected by thin lines. A faint, semi-circular pattern of small squares is visible behind the circles on the left. The text "Request a call from a Greenway Health representative!" is written in white on the right side of the blue band.

Request a call from a Greenway
Health representative!