

Growing profits, maintaining financial control with Greenway Revenue Services



Challenge

Otolaryngology Physicians of Lancaster's (OPL) small, three-person billing team was struggling to keep up with the five-provider practice's volume, causing a rise in outstanding claims and balances.

"With our load of patients, we just weren't staffed adequately to keep up with the A/R, collections, patient calls, and complaints," said Marie Anderson, Practice Manager at OPL.

The team also struggled to stay current with changing reimbursement requirements. With much of its patient population on some sort of medical assistance, getting paid often required repeat statements and follow-up calls. The billing department had too much to do and not enough resources to do it.

Solution

OPL had been using Greenway Prime Suite since 2007 as its electronic health record (EHR) solution, and things were going well.

"The question was, should we go with Greenway on the billing side, or should we hire a billing manager to clean things up for \$50,000 to \$60,000 a year?" said Marie.

Ultimately, Marie and her team compared the cost of Greenway Revenue Services to hiring a billing manager, and the analysis identified Greenway Revenue Services as the better choice.

To kick off the partnership, Marie explained OPL's billing procedures to a team of Greenway revenue cycle management specialists.

Our experience with Greenway has been 100% positive. They've helped us do a complete 180 in our billing department.

- Marie Anderson, Practice Manager, Otolaryngology Physicians of Lancaster

"They spent a lot of time understanding what we did," said Marie. That specialized knowledge allowed the Greenway team to pinpoint exactly how to help the practice most effectively.

Results

With Greenway Revenue Services, OPL benefits from a skilled team specializing in clean claims, claim reconciliation, and decreasing outstanding A/R. When the revenue services team finds a problem or error — if a physician enters an incorrect code, for example — the team contacts Marie. "They do the legwork and find the problem, then I can fill in the gaps, when needed."

OPL now receives payments in a timely manner. Days in accounts receivable have decreased, and more claims are paid within 60 days. OPL also saves \$2,000 in billing costs each month. Besides not having to pay the salary of a billing manager, OPL no longer has the costs associated with printing statements, postage, or following up on overdue bills. And, because Greenway bases its charges on income it helps bring in, costs go down for OPL at

less busy times of year. “If we were still doing our billing in-house, we’d have to pay those salaries no matter what,” said Marie.

Marie still maintains the control she wants over billing processes. For instance, Greenway sends her a list of patients with outstanding bills before sending collection letters, so she can personally follow up with certain patients. “I don’t want a patient with cancer getting a letter from collections,” said Marie. “This relationship with Greenway enables me to keep a personal touch with patients.”

Finally, staff that previously worked in OPL’s billing department have moved to the front desk, where the phones are no longer ringing off the hook with patients upset about bills. Now that employees spend significantly less time answering and transferring calls, staff satisfaction has improved ... and customer service along with it.

“Our experience with Greenway has been 100% positive,” Marie said. “They’ve helped us do a complete 180 in our billing department.”

With so many reimbursement changes around the corner, having Greenway on our side is a blessing.

- Marie Anderson, Practice Manager,
Otolaryngology Physicians of Lancaster

Key performance indicators

- Decreased average days in A/R to 25.
- Clean claims rate now 91%.
- 97.07% net collections rate in 2017.
- Claims over 90 days are only 9% of A/R.
- \$2,000 monthly savings in staff and billing.

For more information on Greenway Revenue Services and how Greenway Health can help increase your practice revenue, call 866-242-3805 or visit greenwayhealth.com.