



THE GREENWAY EXPERIENCE

Key benefits/outcomes

- Reduced A/R days by almost 60 percent — from 52 days to 20
- 92 percent of claims paid within 60 days, versus previous range of 90-180 days
- \$2,000 monthly savings in staff and billing costs
- Ability to leverage skilled resources
- Personalized service
- Increased staff satisfaction

Solutions featured

**Prime Suite
Greenway Revenue Services**

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

Marie Anderson
Front Office and Billing Manager
Otolaryngology Physicians of Lancaster
Lancaster County, PA

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 practices’ 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, front office and billing manager.

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 Anderson.

Ultimately, Anderson 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.

Results

To kick off the partnership, Anderson met with the Greenway Revenue Services team to explain OPL’s billing procedures to a team of Greenway revenue cycle management (RCM) specialists.

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

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

Marie Anderson
Front Office and Billing Manager
Otolaryngology Physicians of
Lancaster
Lancaster County, PA

Learn more...

about how practices use Greenway Health solutions to deliver cost-effective, high-quality care by visiting greenwayhealth.com.



Improved turnaround times — OPL now receives payments in a timely manner: Days in accounts receivable decreased almost 60 percent, from 52 days to 20. In addition, 92 percent of claims are paid within 60 days; prior to the partnership with Greenway Revenue Services, reimbursements took 90 to 180 days.



Skilled resources — With Greenway Revenue Services, OPL benefits from a team of experts skilled in coding, clean claims and reconciliation. When the revenue services team finds a problem or error — if a physician entered an incorrect code, for instance — the team contacts Anderson. “They do the legwork and find the problem, then I can fill in the gaps when needed.”



Reduced costs — OPL saves \$2,000 in billing costs each month. Besides not having to pay the salary of a billing manager, OPL no longer has the expense of 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,” Anderson noted.



Prepared for the future — OPL also benefits from Greenway’s expertise in changing reimbursement standards, including the shift from fee-for-service to value-based payment models and ICD-10.

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

In addition, OPL recently started to explore adding allergy testing and treatment to its list of services, knowing it would require a new set of billing codes. Anderson contacted her Greenway representative, who was able to provide the new codes. “Greenway made it a lot easier for us to set up billing for those services.”



Personalized service — Greenway and OPL selected Greenway Revenue Services to meet their unique needs and ensure Anderson maintains the necessary control over billing processes. For instance, Greenway sends Anderson a list of patients with outstanding bills before sending collections letters, so she can personally follow up with certain patients.

“I don’t want a patient with cancer getting a letter from collections,” Anderson said. “This relationship with Greenway enables me to keep a personal touch with patients.”



Staff efficiency and satisfaction — Staff that previously worked in OPL’s billing department have moved to the front desk, where the phones no longer ring 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 has improved along with it.

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