



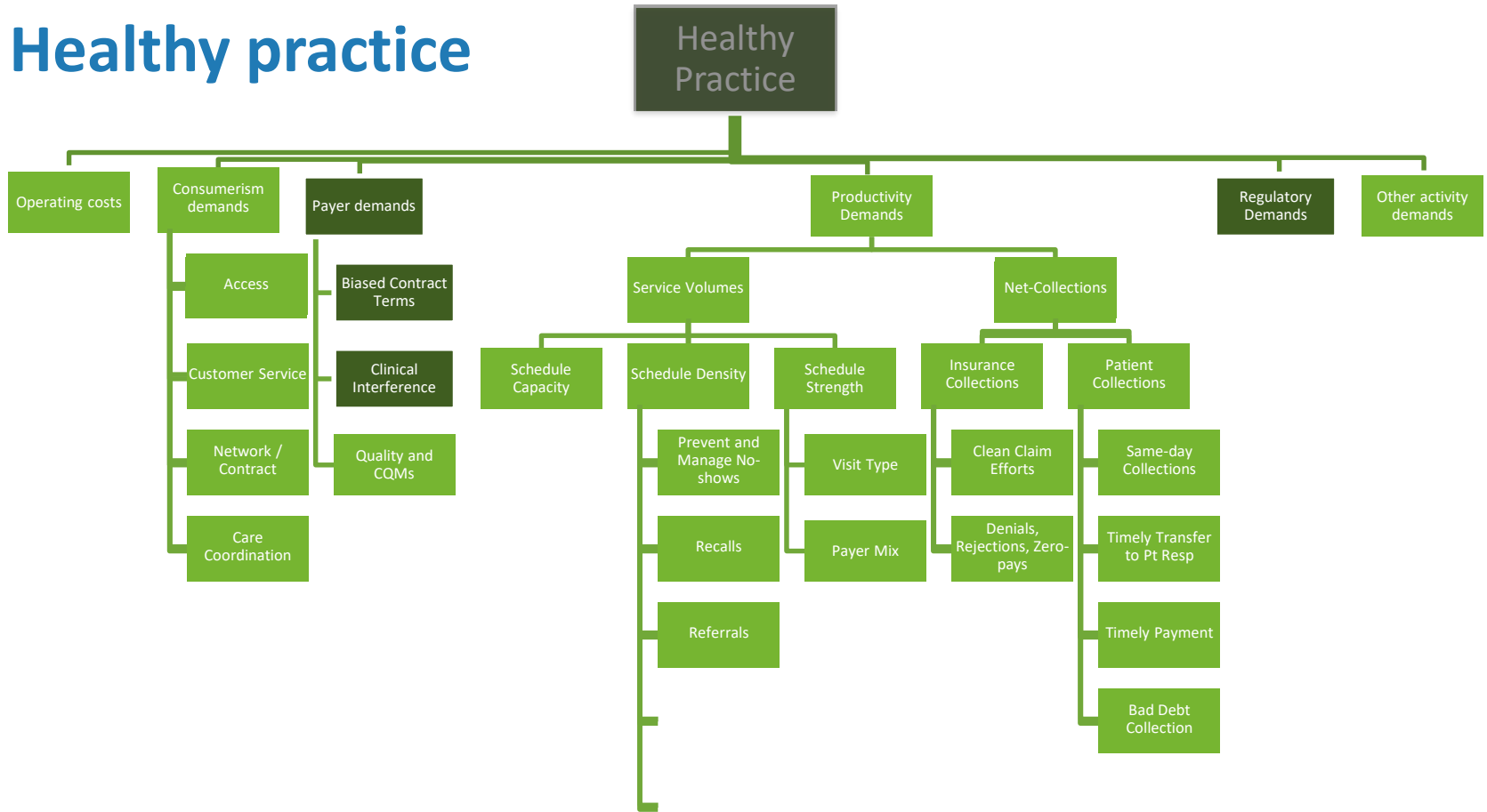
75%

80%

The keys to increasing practice cash flow

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Product Marketing Specialists

Healthy practice



Healthy practice



Practice goals

Increase revenue

Billing

- Decrease outstanding A/R
- Increase net collections
- Receive value-based care incentives

Patient engagement

- Improve bill pay experience
- Reduce patient no-show rates
- Keep patients engaged with their health
- Provide outstanding customer service

Market pressures

MACRA

- Performance incentives for quality and ACI measures
- Budget neutrality

Patients

- Easy access to care and health documents
- Affordability and convenience

Practice

- Increased documentation
- Inefficient processes and decreased staff productivity

Comprehensive revenue cycle strategy



Front Office



Clinical Office



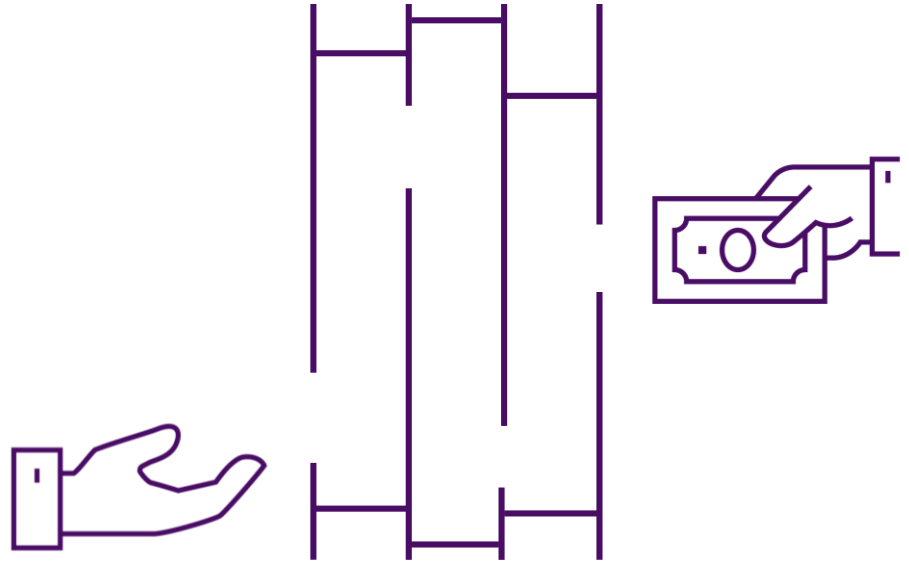
Back Office

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CONSUMERISM

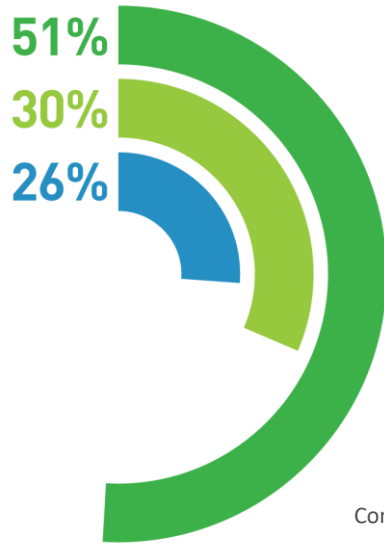
Patient frustrations

- Lack of bill pay options
- Unable to call during office hours
- Receiving collections letters for paid bills
- Receiving statements past due date

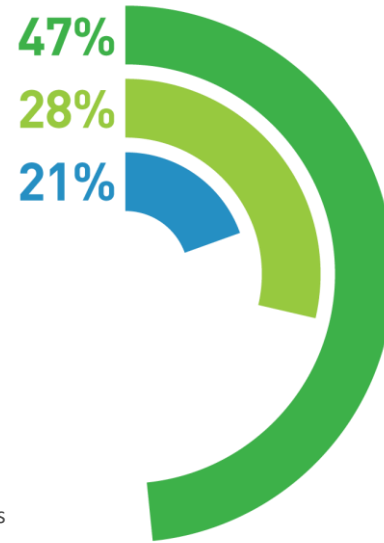


33% of patients see consumers taking advantage of a competitive environment where they can shop around for high quality, cost-effective care.

Non-emergency medical question



Administrative question



Consumers also have changing preferences for the method of communication.

Patient portal

- Required for MACRA
- Gives easy access to health care records
- Request appointments online
- Update insurance information
- Online bill pay

Log in

Username
Your username

Password
Your password

Log in

[Forgot Username](#)
[Forgot Password](#)

MyHealthRecord.com

Your online door to your doctor's office.

Your doctor has selected MyHealthRecord.com so you can access your medical records anytime, anywhere, manage your office appointments, talk privately to your care team, and receive the best care possible.

At your convenience

- View your health record from any Internet-enabled device
- Exchange secure messages with your healthcare provider
- Request and manage appointments

Anytime access

- Lab orders
- Test results
- Upcoming appointments

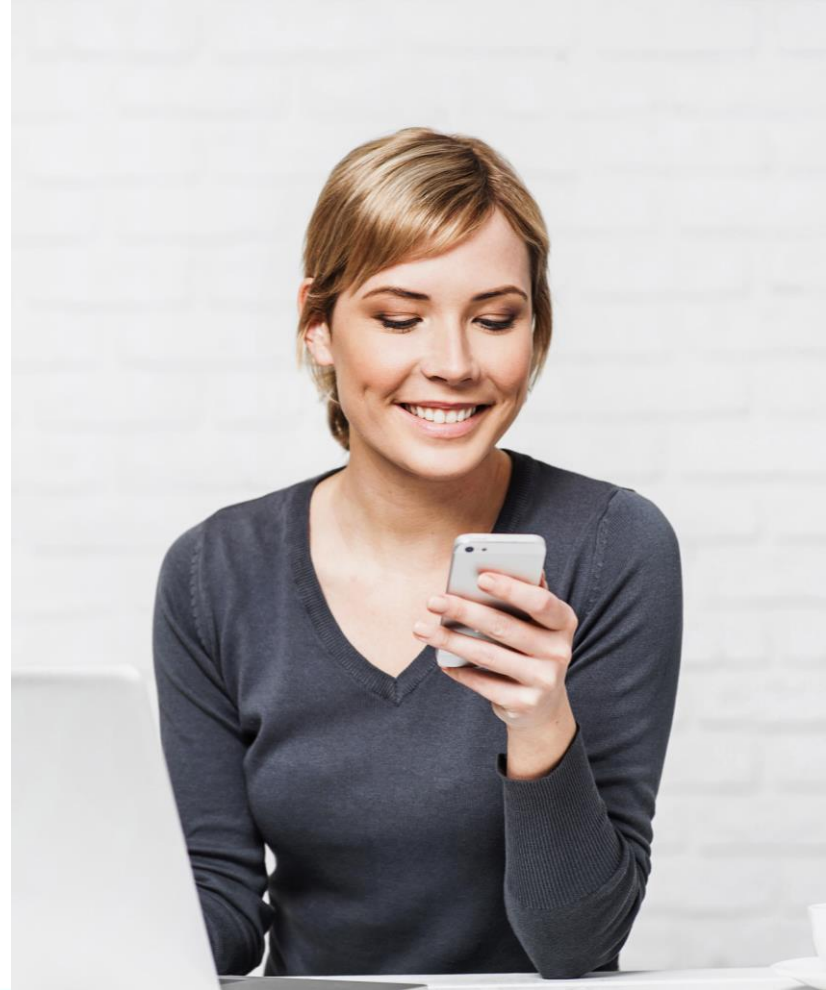
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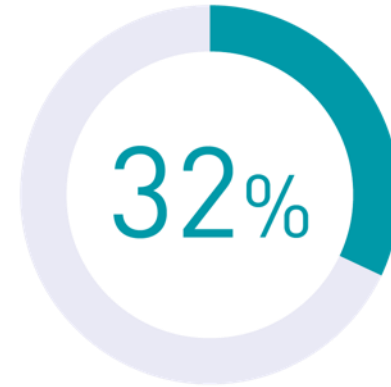
Patient messaging

- Reminders for appointments via text, email, or phone
- Broadcast inclement factors or emergencies so patients can reschedule
- Automatically engage patients with past-due care gaps to fill your schedule



Patient A/R optimization

- Send statements and collection letters in a timely manner
- Collect at time of service
- Offer ability to pay outside of traditional office hours
- Use PM system to monitor accounts



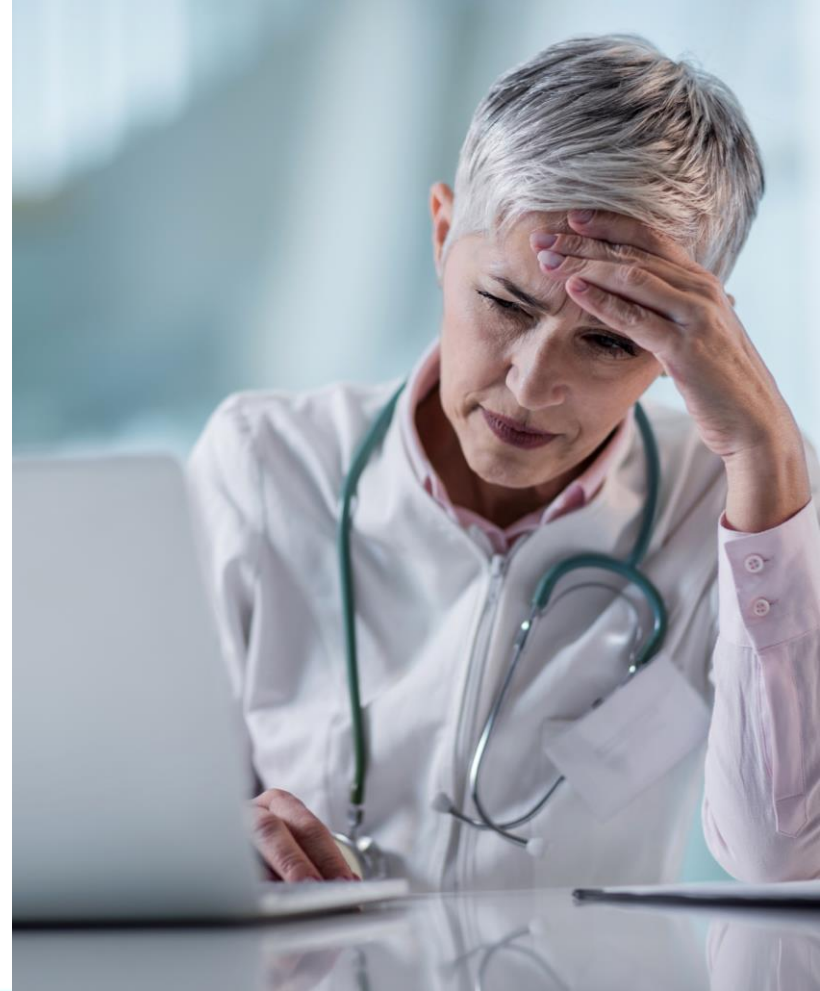
Only 32% of **patients who owe money** receive a collection letter

A decorative graphic featuring a horizontal blue band across the middle of the page. On the left side of this band, there are several overlapping purple circles of various sizes. Some circles are connected by thin white lines, suggesting a network or flow. The background of the blue band has a subtle, low-poly geometric pattern. The word "PRACTICE" is written in white, bold, uppercase letters on the right side of the blue band.

PRACTICE

Practice pains

- Decrease in payments from payers and patients
- Staff are inefficient, stretched too thin, and not focused on patient engagement
- Disconnect between clinical and financial functions
- Missed appointments impact revenue



On average, patient phone calls and billing matters add up to 650 hours of lost productivity per year. Equal to about \$15,000.



5-provider practice with 3,000 patient visits per month

Metrics to monitor



Net Collection %



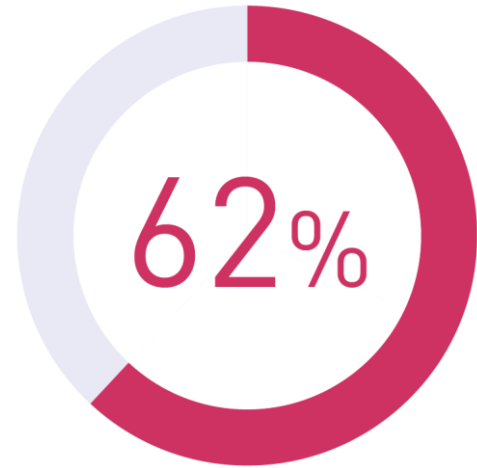
Per Encounter



Days in A/R

Improve collections

- Top rejection and denial reasons from the clearinghouse
- Update fee schedule annually
- Submit claims and appeals before timely filing limit
- Match correct diagnosis codes with procedure codes
- Set up charge edits per payer guidelines



Only 62% of practices review
delinquent claims

Cost to hire



Local Talent



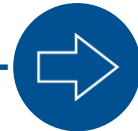
Salary & Benefits



Training



Time Off



Employee Attrition

Greenway Revenue Services: Comprehensive

Document
Code
Post charges



Submit
Reconcile
Work rejections
Monitor delinquent claims
Post payments
Monitor underpayments
Work denials
Sent statements &
collection letters
Field patient calls
A/R consultation

Patient Portal and Messaging

- Automates a lot of the daily tasks staff may have to take
- Takes time off of your nursing staff to mentor patients 24/7
- Patient reminders help reduce no-show rates keeping slots filled

MyHealth Record Madison Intergy (123) 456-7890 For emergencies, please call 911

Welcome, Edward!

Pay My Bill

Account #237 (Edward Elric)
Balance: (\$25.00)

IMPORTANT: We recommend you use Microsoft Internet Explorer or Google Chrome from your computer for paying your bill. If you're using another browser, a phone, or a tablet, you may not be able to complete your payment. Support for other browsers and platforms is coming soon.

Payment Type*
Credit Card

* Required Field

Transaction Information

Account Number*
Expiration Date*
Amount*
Security Code*

Address Information

Full Name
Address Line 1*
Address Line 2
City
State
Zip Code*
Phone

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Greenway Health

Care Coordination Services

- Improve patient outcomes
- Stand the opportunity to make \$42 per patient per month billing for the CCM fee
- Make it easy to identify open care gaps (Community)

Providing consumers access to care



Sign up any Medicare patient that fits the CMS criteria.



Adhere to the CCM five core competencies.

- 📍 Use certified electronic health record technology.
- 📍 Maintain an electronic care plan.
- 📍 Ensure patient access to care.
- 📍 Facilitate transitions of care.
- 📍 Coordinate care.



Provide 20+ minutes of out-of-office care to patients per month.

“Our billing has improved because the statements are going out, the customer payments are coming in. That’s allowed me more time to focus on the people who owe money.”

—Camela Hewitt

Assistant Practice Manager, Allergy, Asthma & Immunology Associates, Ltd.

Allergy/Immunology

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**Request a call from a Greenway
Health representative!**

Questions?

