

Family practice sees revenue increase in first month with Greenway Revenue Services



Challenge

When Drs. Julie Martinez and Patrick Samora opened Family Medicine Partners of Santa Fe, P.C., in October 2014, they knew that they needed a quality revenue cycle solution that would start their practice off in the right direction.

As a two-provider practice, Martinez and Samora wanted to focus on their primary objective: providing quality care for their patients. They didn't want to waste time and effort learning the ins and outs of revenue cycle management.

Instead of attempting to learn everything on their own or hiring an in-house billing department, they were looking for an external revenue services partner to handle their billing for them. "Our intention is to hire experts," Dr. Martinez said, "and this is an area where expertise really pays off."

From the very beginning, Family Medicine Partners wanted an external revenue solution, and Dr. Martinez was specifically looking for a truly integrated team approach to revenue cycle services.

Solution

Both Drs. Martinez and Samora were familiar with Greenway Health, as they had worked with Prime Suite for several years and been happy with Greenway's system. The decision to continue their relationship with Greenway was easy, and they were interested in implementing Greenway Revenue Services from the very beginning.

In the first year, with all the hurdles that come with opening a new practice, Martinez and Samora saw 0–60 days aging at 58%. In the next two years, that number increased dramatically to 88%.

"Our team knew very little about billing, and we opened a practice and were successful in our first year. We took out a small business loan to ensure we could pay our employees in that time and, thanks to Greenway Revenue Services, we never had to touch our loan money."

- Dr. Julie Martinez

An immediate ROI

When choosing a billing solution, Martinez wanted a long-term partner. She had no interest in ever switching to an in-house billing department, but she wanted a revenue services provider that would be intimately familiar with her practice and its needs.

She recognized the value of integration with Greenway Prime Suite and Greenway Revenue Services. Not only are Greenway's revenue cycle specialists most familiar with Greenway's system, but they continuously work with customers and find every opportunity to learn and improve processes to increase workflow efficiencies and get better results.

Dr. Martinez recognized the quality of work provided by Greenway Revenue Services. "You get what you pay for," she said, and she and Dr. Samora saw exactly what they were paying for when they began seeing payments within the first month with Greenway Revenue Services.



When they opened their practice, Drs. Martinez and Samora were highly sensitive to the needs of their staff. “We never wanted to be one of those practices that – for one reason or another – couldn’t pay their staff.” So, to ensure that they could always make these payments, they took out a \$100,000 loan ... and never needed it. With Greenway Revenue Services, the practice began collecting revenue from insurance companies and other payers within a month of opening its doors.

The value of partnership

Consistent communication breeds dramatic results.

The practice worked closely with Greenway, checking in on a monthly basis ensuring that Greenway’s efforts were aligned with the practice’s goals. In the beginning, these meetings focused on logistics and setting a solid foundation. Based on that foundation, Drs. Martinez and Samora have developed a strong relationship with Greenway and continue to optimize their revenue cycle management and their long-term goals for the practice.

Thanks to these ongoing monthly meetings, Dr. Martinez feels that her practice has a true partnership with Greenway, and the results speak for themselves. With average days in A/R at 16, Family Medicine Partners of Santa Fe is among the top 10% of practices for days in A/R, according to MGMA data.

Key performance indicators

	2017
0-60 days aging	88%
Days in A/R	16*

*Top 10% of MGMA data

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.

