

Greenway Revenue Services Essentials empowers OB/GYN practice



Sometimes, to gain control, you simply need to loosen your grip.

For Dedicated to Women, a Delaware-based OB/GYN practice with three locations, acknowledging the need for help with revenue cycle management was a step into unfamiliar territory – the practice had established a revenue routine that was tough to break.

“We would balance our checkbook every morning before we started our business,” said Cathy Neeld, billing specialist at Dedicated to Women. “The thought of not being able to do that was very hard.”

Dedicated to Women had partnered with Greenway Health since 2003, and in January 2017 added Greenway Revenue Services to its lineup.

Making the move

Before it transitioned to Greenway Revenue Services, Dedicated to Women had trimmed its billing team from four to two, losing a coder and a payment poster. The staff struggled to complete work in a timely manner, including submitting claims and following up on claim rejections and denials.

To continue to care for patients at a high level, the practice knew it needed to improve office efficiency – and to make that happen, it knew it needed to bring on a partner to streamline the revenue cycle.

“It’s the same thing that everyone has before making a move like this,” said Lee Wagner, billing manager at Dedicated to Women. “It’s the fear of the unknown and what’s going to happen to our payments, how we’re going to know that it’s posted, and how we’re going to know that it needs a follow-up and to be reworked.”

Greenway’s approach anticipates these concerns and delivers peace of mind, in addition to innovative products and services.

Why Greenway Revenue Services Essentials?

Greenway Revenue Services Essentials is a collaborative effort and a consultative approach to revenue cycle management.

“The Essentials team worked with us daily because they knew it was a struggle for us,” Wagner said of bringing on a revenue partner. “They were very supportive and took baby steps with us ... I don’t know if that happens all the time. They also were very patient and very accommodating.”

With the Essentials services, Greenway Revenue Services reconciles and submits claims, posts payments, and consults on best practices. The customer is freed to focus on claim rejections and denials, a task many say takes the most time in their day.

“Having the payment outsourced allows us to work more of our follow-ups than we did in the past,” Wagner said. “A lot of things that might not have been touched are now getting touched in a more timely fashion.”

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The benefits of partnership

Dedicated to Women used to run claims tracking reports to see outstanding balances, and then assign manual follow-up duties, often involving paper vouchers, to team members. With Greenway Revenue Services Essentials, not only do practices benefit from billing process expertise, scalable knowledge from a wide customer base, a long-term financial focus, and regulatory transition assistance ... they also prosper thanks to support tailored to fit their needs.

“Our Greenway revenue cycle manager gets us to see things that we typically wouldn’t,” Wagner said. “You get into this rut, your daily habits, and you don’t think outside the box sometimes. The manager has insight that makes us look at issues from a different angle ... we greatly appreciate that.”

During implementation and after go-live, Greenway identified how Dedicated to Women could better use the practice management system for effective billing. Greenway consistently updates the technology to improve processes, adds charge edits to improve claims, and educates on best practices to enhance the partnership.

“Everything our revenue cycle manager does is — I hate to say this because it sounds cliché — but truly everything she does is with our best interest in mind,” Wagner said. “And she’s just willing to do or help in any way. I mean, she would work overtime to get something situated for us.”

For Dedicated to Women, greater control — and better care through increased revenue — came from the decision to simply let go and trust its partnership with Greenway.

Return on investment

Among the highlights of Dedicated to Women’s first year with Greenway Revenue Services Essentials:

- 5.6% increase in average collections per visit resulting in nearly \$370,000 of additional revenue.
- 27% reduction in days in A/R.
- 23% reduction in outstanding A/R, or \$250,000.
- 95% clean claims ratio.