

YOUR GUIDE TO UNLOCKING THE TRUE VALUE OF RCM SERVICES

Discover how revenue cycle management services can transform your practice

As a healthcare provider, you understand that managing your revenue cycle is crucial for the financial health and sustainability of your practice. However, this process can be complex, time-consuming, and prone to errors. Many practices are now turning to revenue cycle management (RCM) services, with comprehensive solutions for billing, coding, claims, collections, and compliance. RCM services help optimize cash flow, reduce denials, increase reimbursements, and improve patient satisfaction. In this brochure, we'll explore how you can **unlock the true value of RCM services** to transform your practice for the better.

WHAT IS REVENUE CYCLE MANAGEMENT?

Revenue cycle management (RCM) is the process of managing the entire lifecycle of a patient's account, from scheduling and registration to billing and payment. RCM encompasses all activities and interactions between the provider, payer, and patient to ensure the provider gets paid for the services rendered.

The RCM process includes:

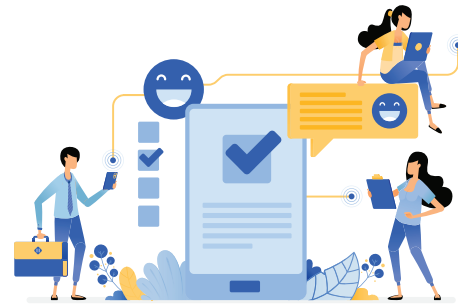
- **Verifying** patient eligibility and benefits
- **Collecting** co-pays and deductibles at the point of service
- **Coding** services accurately and in compliance with regulations
- **Submitting** claims to appropriate payers
- **Tracking** and following up on claim status and denials
- **Posting** payments and adjusting balances
- **Sending** statements and reminders to patients
- **Managing** collections and bad debts



THE IMPACT OF RCM SERVICES ON YOUR STAFF



Your staff play a crucial role in the daily operations of your practice. By fostering a more dynamic and engaging work environment, you can enhance job satisfaction and build a positive workplace culture. Collaborating with a revenue cycle partner can reduce the burden of manual tasks on your team, allowing them to focus on different responsibilities, such as:

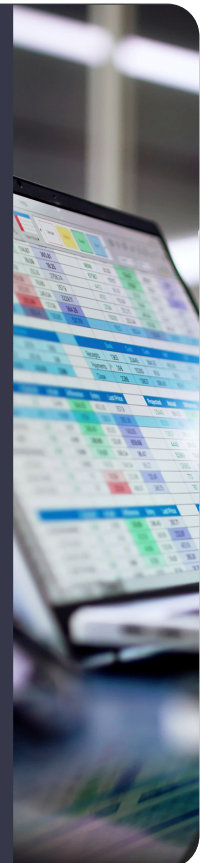


- **Improving** patient satisfaction and retention through better customer service and communication
- **Developing** new skills and competencies via training and professional development
- **Contributing** to practice growth and innovation by taking on more creative roles

BENEFITS OF OUTSOURCING RCM SERVICES

Managing RCM can be challenging for many practices, particularly as healthcare regulations continue to grow. By outsourcing RCM services to a third-party partner, practices can unlock numerous benefits, including:

- 1 **Time and Cost Savings:** Reduce administrative costs and overhead
- 2 **Increased Revenue:** Improve billing accuracy and efficiency
- 3 **Fewer Denials:** Ensure compliance and quality to reduce denials and rejections
- 4 **Enhanced Patient Satisfaction:** Provide convenient payment options and excellent customer service
- 5 **Access to Advanced Technology and Expertise:** Leverage the RCM vendor's skills and resources
- 6 **Focus on Patient Care:** Delegate non-core RCM functions to concentrate on clinical outcomes



KEY CONSIDERATIONS FOR CHOOSING AN RCM PARTNER



When selecting a revenue cycle management partner, consider the following:



Service Quality: Evaluate the scope of services offered, such as coding, billing, collections, denial management, reporting, and analytics



Compliance Standards: Ensure the vendor adheres to HIPAA, PCI DSS, SOC 2, and ISO 27001 standards



Cost and Value: Consider the pricing model, contract terms, performance guarantees, and return on investment



Technology Compatibility: Assess how well the vendor's platform integrates with your existing systems, such as your EHR, PM, and clearinghouse

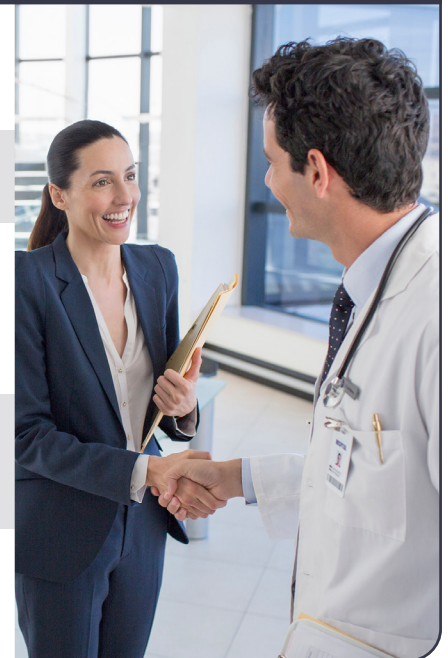


Communication and Support: Look for consistent, transparent communication and collaboration from the vendor's team

EXPECTATIONS OF A REVENUE CYCLE PARTNERSHIP

Once you've decided to partner with an RCM provider, it's important to know what to expect from top-tier services. With Greenway Revenue Services (GRS), we tailor our approach to your practice, always prioritizing your needs.

- **Best Practices Training** – Our seasoned RCM experts will share insights and recommendations to help streamline and optimize your revenue cycle.
- **Transparent Communication** – Expect consistent, open communication with your Revenue Cycle Manager.
- **Aligned Workflows** – Our GRS team's collective medical billing and clinical expertise forms the foundation of our revenue cycle workflows. We begin by understanding your financial goals and creating a game plan to enhance your processes.
- **Optimal System Configuration** – The team's deep knowledge of Intergy and Prime Suite allows them to recommend the optimal system configuration tailored to your practice's needs.
- **Data-Driven Insights** – Your Revenue Cycle Manager will deliver monthly insights into your data trends along with an Executive Summary and best practices.



FULL PORTFOLIO OF RCM SERVICES

With Greenway Revenue Services (GRS), you maintain full control over your medical billing while we provide support in key areas of the revenue cycle to give you more time for patients and more control over your future.

- **Charge Posting**
- **Submission Management**
- **Payment Posting**
- **Insurance Follow-up**
- **Patient Accounts Receivable (A/R)**
- **Patient Call Center**
- **Revenue Advisory**

Greenway Medical Coding & Auditing:

Greenway Medical Coding provides medical coding and auditing services, offering transparent, streamlined workflows, cleaner medical coding submissions, and improved revenue potential for your practice. A partnership with Greenway Medical Coding delivers 98.8% accuracy via a 3-Tier Quality Assurance process that is 100% compliant with HIPAA/HITECH.

Greenway Clearinghouse Services (GCS):

GCS integrates financial, clinical, and administrative EDI services into your practice management system, giving you access to support, helping monitor connectivity, reducing rejections, and improving the management of the claim cycle. With GCS, clearinghouse services and support remain with Greenway.

Ready to take the next step? **Contact your Account Executive** to discover how a revenue cycle partnership can transform your practice and deliver improved financial outcomes.