

CASE STUDY

Clinical Urology Associates: A Resilient Partnership in the Face of Disruption

Clinical Urology Associates, a high-volume urology practice based in Alabama, serves patients across four locations with a team of seven physicians and three certified nurse practitioners. After a successful implementation of Greenway® Revenue Services in 2016, the practice continued to thrive—until a series of unforeseen disruptions in late 2023 and early 2024 tested the strength of their revenue cycle operations.

Thanks to a longstanding partnership, open communication, and a deep understanding of the practice's workflows, the Greenway Revenue Services team—working closely with Financial Manager Jennifer Jackson and Senior Office Manager Kendra Boyd—helped Clinical Urology Associates maintain financial continuity, navigate significant change, and emerge stronger. They were even able to open a new location in Jacksonville, Alabama in late 2024, an expansion that would have been made impossible without the efforts of the staff members and Greenway Revenue Services team members.

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Let it go! Trying to handle the RCM and its challenges by yourself or with a small team doesn't work. When partnering with a knowledgeable and dedicated RCM team, you are able to increase your revenue, decrease denials, and focus on other areas of your business.

— Kendra Boyd
Senior Office Manager

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About

Clinical Urology Associates



6 Physicians
3 Nurse Practitioners



4 Locations

Results

Change from
January - February 2025

Clean Claims Rate



Increased
0.31%

Days in A/R



Decreased
2.29%



CHALLENGES

Cyberattack Fallout

In February 2024, the Change Healthcare cyberattack brought national attention to payer disruptions—but for Clinical Urology Associates, the impact was immediate and severe. Medicare claims were halted entirely, and Blue Cross Blue Shield remittances were delayed for months.

During this time, their dedicated Revenue Cycle Manager worked closely with the practice to manually track payments, download remittances, and post payments. When certain payers lacked alternate clearinghouse solutions, the team quickly implemented a paper claim submission process, preventing months-long delays and keeping cash flow moving.

This collaborative, hands-on approach helped align financial activity in Intergrity® with the practice's actual bank deposits. In the early weeks of the crisis, the Revenue Services team and practice staff worked tirelessly to reenroll payers, restore processing, and maintain revenue cycle momentum.

Loss of Key Internal Staff

In late 2023, the departure of the practice's lead coder and charge entry expert created another operational challenge. Rather than scramble to hire and train a new employee, Clinical Urology Associates partnered with Greenway Revenue Services to add Charge Posting to their existing support.

Because the practice uses a separate clinical documentation system, the Charge Posting transition required thoughtful coordination across platforms. The teams developed custom workflows using daily paper superbills uploaded to SharePoint and collaborated to establish standard operating procedures to maintain accuracy. What began as an adjustment period quickly evolved into a trusted and efficient process.

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It's clear they're invested in helping our practice succeed. You feel that support when you share your challenges—they listen, understand, and are ready to help.

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— Jennifer Jackson
Financial Manager



SOLUTION

Throughout each challenge, the close relationship between the Revenue Cycle Manager and Clinical Urology Associates team members proved to be the foundation of success. With mutual trust, shared goals, and open communication, the team adapted quickly—without compromising performance, financial stability, or patient care.

Today, Greenway Revenue Services supports the practice with a comprehensive solution that includes:

- **Insurance follow-up**
- **Payment posting**
- **Charge posting**
- **Reporting and data analysis**

RESULTS

↑ Clean Claims Rate

Despite the Change Healthcare outage, their Clean Claims Rate **increased by 0.31% from January to February 2025**, earning the practice a Greenway Revenue Services Bronze Medal.

Continuity of Operations

Billing and payment cycles continued without interruption during the Change Healthcare incident, thanks to hands-on support and proactive planning.

↓ Days in A/R

Reduced by 2.29% over the same time period, also resulting in a Bronze Medal recognition.

Workflow Recovery

Successful implementation of Charge Posting services helped fill internal staffing gaps and created a dependable, efficient workflow for timely charge entry.

→ **What began as a vendor-client relationship,** has grown into a dependable partnership grounded in responsiveness, transparency, and a strong understanding of the practice's day-to-day operations—helping the practice stay financially strong and focused on delivering quality patient care.