

CUSTOMER SUCCESS STORY

A Partnership That Pays: Greenway® Revenue Services Transforms Healthcare Billing for Lakeland Surgical Clinic

For more than two decades, Lakeland Surgical Clinic in Jackson, Mississippi, has relied on Greenway Health® as their EHR partner.

With a team of 16 providers, Lakeland delivers high-quality surgical care to the local community. But billing challenges with their outsourced vendor were creating mounting frustrations.



**Specializes in
Surgical Care**



16 Providers



1 Location



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- Alene Smith, Business Manager



The Problem: Unprocessed Claims and Financial Strain

By 2024, Lakeland Surgical Clinic had amassed an overwhelming number of unresolved claims, some dating back as far as 2022. The third-party billing company they had used since 2022 was falling short, and it was taking a toll on the organization.

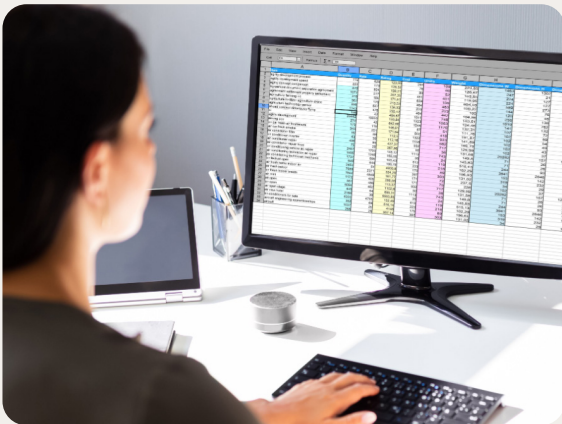
"Our billing company had an enormous amount of claims that needed to be collected, and they were not getting it done," said Alene Smith, Business Manager at Lakeland Surgical.

An Eye-Opening Conversation at *reENGAGE*

During Greenway's 2024 *reENGAGE* customer summit, Smith met one-on-one with a Greenway Health Senior Revenue Consultant. They reviewed Lakeland's financial performance and discussed next steps. Shortly after, Smith made the decision to transition to Greenway® Revenue Services.

Quick Wins, Tangible Results

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Hands-On Support and a Dedicated Team

Lakeland Surgical Clinic was assigned multiple Greenway teams, including a dedicated Revenue Cycle Manager, Melissa Travis. Smith described the collaboration as responsive, personal, and impactful.

"She never puts me off. She never makes me wait days. She's always quick to respond," Smith said.

Training That Drives Efficiency

Greenway didn't just work old claims—they helped improve the clinic's internal processes as well.

"Greenway sat down with our front-office staff and retrained them for us so we could get a better clean claim rate," Smith explained. "Our patients are getting checked in quicker, which means they're getting to the back quicker, which means the doctors can get into surgery quicker."

As a result, Lakeland Surgical Clinic improved its clean claim rate from 85% in January 2025 to 87% by May.

During the same period, the practice also saw a 30% decrease in 121 aging percentage and a 42% decrease in days in AR—clear indicators of stronger workflows and more effective front-office performance.

Lifting the Burden and Morale

With billing performance stabilized, the ripple effect across the clinic was clear. Morale rose, front-office workflows became smoother, and physicians noticed the change.

"Greenway Revenue Services has definitely brought morale up because the doctors are happy and that's the ultimate goal," said Smith.

"We've implemented new policies and procedures, and we've got the right people in the right jobs to get that done. We've made great improvements, and Greenway has been a part of that."



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True Partnership and Peace of Mind

From better documentation to a more responsive support model, Smith emphasized that Greenway Revenue Services gave her team the confidence to focus on what matters.

"Our Revenue Cycle Manager truly makes us feel like we're their only client, and we know they have a ton of other clients," she said.

That trust has allowed Smith to shift her attention back to administrative responsibilities—without needing to second-guess billing performance.

A Lasting Impact

With a stronger revenue cycle, better internal operations, and renewed confidence in their billing processes, Lakeland Surgical Clinic is moving forward with peace of mind—and recommending Greenway to others.

"It's just so much better because we're able to trust that our patients are being taken care of when they contact the call center and that the Explanation of Benefits (EOB) are being posted. We don't have to constantly check to make sure they're doing their job, so I can concentrate on administrative tasks."

The benefits extend beyond her team. Because of Greenway's consistent communication and support, Smith says their staff is able to resolve patient questions in real time.

"With the great communication and the great team at Greenway, if a patient has a question at checkout or to a doctor, we can answer it immediately, which to me is stress free."