

CASE STUDY

HOW THE TRANSITION TO OUTSOURCED BILLING FACILITATED SUCCESSFUL EXPANSION

BACKGROUND

The Gavin Foundation (“Gavin”) is a nonprofit behavioral health agency, established in South Boston in 1963, providing comprehensive adult, youth and community substance abuse education, prevention, and treatment programs to over 10,000 individuals each year.

Gavin was in the process of acquiring a new inpatient residential treatment facility resulting in the need to rapidly expand their billing capacity. At that time Gavin was managing their billing in-house, but with a new facility in the works and plans for further growth, they were concerned that they might not have the proper staffing and expertise needed to expand their billing capabilities. Through their investigation, meeting with several consultants and billing companies, Gavin ultimately decided they should outsource billing to a firm with behavioral health experience. The leadership team at Gavin set out to find a behavioral health billing partner that could meet the company’s evolving needs and offer assistance during their transition and implementation to a new electronic medical record (EMR) system.

SEARCH PROCESS

Hence, Gavin began its search for an outsourcing partner that not only had significant knowledge and experience with Behavioral Health billing, but also the experience with transitioning organizations from in-house to outsourced billing. Of equal importance was that the RCM service partner had the scale to absorb the increases in billing associated with Gavin’s planned expansion and growth, and assist in the migration of their electronic health record (EHR) system.

The leadership team at the Gavin Foundation met with several potential RCM service providers, including AdvantEdge Healthcare Solutions (“AdvantEdge”). AdvantEdge met with the group on-site, reviewed the company’s current billing processes, made thoughtful recommendations for more efficient billing and collections processes, and provided a detailed implementation plan. AdvantEdge’s representatives outlined how their customized, cutting-edge technology and systems would streamline billing to maximize revenue, and provided a detailed plan to manage the Foundation’s systems migration and expansion process.

After a detailed and extensive review and evaluation of the RCM options presented, the organization believed that AdvantEdge would be the best partner to implement a solution that would meet Gavin’s current needs and provide the experience and expertise necessary to accommodate their future growth aspirations.

SOLUTION

The solution designed for Gavin provided complete RCM services to manage the organization’s billing and claims processing, compliance monitoring, provide business intelligence and reporting tools, and deliver ClientFirstSM Service and access to AdvantEdge’s leadership team.

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IMPLEMENTATION

Working directly with the leadership team at Gavin, AdvantEdge directed a detailed, organized and efficient implementation process.

AdvantEdge's implementation contemplated a wide range of custom applications to provide the organization with payer contract management, information tracking, interfacing, and complete RCM services, including specific billing for specialties such as detox and residential services.

Throughout the implementation processes, AdvantEdge and Gavin personnel met regularly to ensure the transition remained on schedule and as per plan. During these meetings, the group was provided with up-to-date details of each step of the process, as well as the opportunity to engage collaboratively with AdvantEdge's leadership and specialty experts to assess progress, ask questions and discuss expectations.

RESULTS

The customized transition and implementation plan created for the Gavin Foundation provided a seamless conversion of all of their billing processes. The organization's decision to partner with AdvantEdge and outsource RCM services provided Gavin with better access and visibility to real-time reports and data, improved turnaround times for claim filing and denial appeals, reduced overall AR days, and increased revenue.

Additionally, Gavin has continued its expansion, and remains confident that AdvantEdge can efficiently and effectively manage the increase in billing volumes associated with their rapid growth.

The Gavin Foundation's President /CEO, John P. McGahan, said about their partnership with AdvantEdge:

“Our decision to partner with AdvantEdge has resulted in several improvements for our organization. With the help of AdvantEdge's seasoned staff, we have been able to effectively manage the expansion of our operations and having open access to our data and information has provided us with greater confidence in predicting our current and future revenue stream. Outsourcing our billing with AdvantEdge has helped us become more efficient and allows us more time to spend on patient care and executing our growth strategies.”

To contact AdvantEdge Healthcare Solutions for information about the full suite of available behavioral health revenue cycle management services, call **877-501-1611** or email info@ahsrcm.com