

### PATHOLOGY CASE STUDY

#### BACKGROUND

This pathology practice was a long term customer of the largest revenue cycle management company. According to the Managing Director, "When AdvantEdge first contacted us, the group wasn't actually unhappy with the collections. We were doing well in part because we had increased our workload and obviously the group felt that the billing company was doing great and had improved. I was really the only one that wasn't happy because I thought even though they were doing better, that was only the reflection of us being busier and not of their performance. I just couldn't quite prove it."

There had been some issues with service (the group had not seen an account manager in person for several months) but with a large group, there were many opinions and it was hard to prove that performance was lagging. Plus there was a strong reluctance to switch. One of the reasons was most members were not completely convinced that the billing company wasn't doing well. One of the pathologists said, "Why to go through all the trouble of the transition, risking losing income, to find out at the end that they were not as bad as you think they are".

When a new physician arrived, he insisted that the practice at least talk with AdvantEdge.

#### SALES PROCESS

The managing director of the practice called AdvantEdge and the local Client Manager met with him the next day. During that meeting and a subsequent series of meetings with the entire practice, AdvantEdge analyzed the group's collections and identified a potential shortfall in Clinical Pathology (CP) collections and a potential gap for anatomic pathology (AP). After many meetings and discussions, the group became convinced that AdvantEdge could improve revenue, but had several concerns.

The group's treasurer was particularly worried about cash flow declines during the transition. Several years ago, the transition to their current vendor had been very rough and the group lost so much money that it struggled to meet payroll. Over the course of several business meetings, these concerns were addressed when AdvantEdge presented its comprehensive implementation plan, completed interface tests with the hospital, and—most importantly—proposed performance penalties and incentives in the contract. Plus the Client Manager's knowledge and honesty inspired confidence since the group knew exactly who they would be dealing with.

#### IMPLEMENTATION

AdvantEdge deployed its standard implementation process. This included all aspects of hospital interface setup and testing, provider enrollment, banking setup, and detailed workflows including documentation and coding feedback, refund processing, fee schedules, payer contracts, collection agency, and hospital and outside billing (the group performs some of its services for some of its hospital, surgery center and free-standing centers at contracted rates). The process also established reporting customized to the group's needs along with InfoEdge® dashboard access.

Weekly calls with the managing director provided status details and confidence that everything was proceeding smoothly. During implementation, the managing director was engaged in the weekly AdvantEdge team calls to review progress and to verify that the implementation plan and schedule were on track and meeting the group's expectations.

According to the Managing Director, "I was still worried about the transition: it's my head! But it went perfectly: so smoothly that we didn't feel it. AdvantEdge even contacted IT before the contract was signed. We didn't want to transition on January 1 with an empty bank account at year end, but we could have done it. I still can't believe it."

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#### RESULTS

This group was very concerned about making a change: particularly the possible impact on cash flow. Now they are extremely glad they made the change. Not only is cash well ahead of any previous benchmarks, but information is more readily available and their client manager is always available, including for regular monthly meetings. CP cash in the first four months of AdvantEdge billing was more than the entire CP payments for the previous year.

According to the Managing Director, "I can't tell you how happy I am with the AdvantEdge service. Everyone in the group feels the same way. Our treasurer was genuinely surprised, because in his mind we were doing well with the previous billing company and there wasn't too much room for improvement. He told me, 'I was originally skeptical but we are now doing so much better that I'm glad we made the change.' Our Client Manager is always on top of things: he calls me back the same day and comes to all of our meetings. I really like the dashboard where I can see results every day. The AdvantEdge Coding Manager is on top of the coding, always asking questions and teaching us. Our previous vendor never did that."

“I think one lesson is that sometimes a group thinks they are doing well and they are satisfied with what they have, not knowing that they are leaving money on the table.”

To contact AdvantEdge Healthcare Solutions for information about the full suite of available pathology revenue cycle management services, call **877-501-1611** or email [info@ahsrcm.com](mailto:info@ahsrcm.com)