



**An Ob-Gyn Hospital Sees Meteoric
Business Growth with MedicalBillingStar's
Billing Services**

The Quintessence of Current OB/GYN Practice

The Obstetrics and Gynecology (OB/GYN) forte is becoming an all-in-all specialty for the women's healthcare. This salubrious shift in the healthcare arena is obligating the Ob-Gyn practitioners to persistently stay abreast of the latest trend in Ob-Gyn practice. The incessant development in Ob-Gyn specialty and its subsets including Ob-Gyn oncology, surgery, reproductive endocrinology, pediatric and geriatric gynecology, etc. is leading the way for Ob-Gyn specialists to own a mammoth share in the healthcare market.



Practice Prologue

Our Client is an illustrious Ob/Gyn Practice in Southeast Georgia is known for the full-scale obstetrical and gynecological services - ranging from PAP smear examination to Robotic hysterectomy. The practice is built with an eminent team of 5 Ob-Gyn practitioners with one NP. Almost all patients could feel the earnest and amicable service of these specialists, right from their first encounter.

The Business Glitches

The pivotal elements of a thriving healthcare center are an expert medical team, well-supported resources, tailored EHR and other practice support systems, sound financial back-up, substantial collection rate and compliant practice. At our client's practice, their resources like medical coders and billers were not in line with the practice to excel the business.

Then, they had planned to outsource their billing process to a company, which again yielded unsatisfactory results. Alas! Our client was frustrated and felt pesky with piled-up bad debt, shrunken reimbursement and dwindled financial backing.

Need for an Emancipator

The hindrances like incompetent staffs, defective EHR system, denied reimbursements and patient-edge bad debts, along with the disappointing billing vendor were inexorably pestering our client and they obviously deemed that a fresh external rescuer, a robust outsourcing vendor is mandatory to rule out this issue. In fact, their bad debt as on March 31, 2013 was \$89,000.



Our Client's Alliance with MedicalBillingStar @ an Early Phase

Our client sought the guidance of Accounts and Business Advisor (ABA) which led to the startup discussion of MedicalBillingStar with our client. Dr. Washington, representing our client's practice told that "My in-house team was making 77% and then, the current vendor is making 81% collections. But, actually I need more up to 93% if you take-up my account".

Besides, he was demanding some recommendation letters from our existing clients. Alongside, the discussion about the service charges was also made.

On the very next day, Dr. Washington called us at the phone with full-of-excitement. The reason being, his partners were also recommending MedicalBillingStar as some of their colleagues were pleasingly utilizing our **coding and billing services**. Then, the contracts were signed and the process begun.

The Quincunx of Business Partakers

- ✓ RCM Maximization
- ✓ Coding Compliance
- ✓ EHR Support
- ✓ Certified Team



1. Accounts and Business Advisors (ABA) – The Introducer

ABA not only excels the tax minimization and profit perk-up for the healthcare organizations, but also they are brilliant lead generators in the healthcare arena. They were the conduit for us to penetrate into our client's business.

2. In-house Team – The Fuel for Medical Practice

Any business process starts right from the client's office. It could not be denied that without a fundamental in-house support, it is not possible for any service provider to rule out any issue. In this case, our client's in-house team was well-cooperative with our staffs with respect to contract finalization, records sharing and timed-execution of our guidelines. Last but not the least – excellent patient care skills and clinical protocols are the heart of our client's business which greatly aided our successful service/ process implementations at our client's organization.

3. MedicalBillingStar – The Knight in Shining Armor!

At the very outset, MedicalBillingStar made the ground analysis to design the customized corrective action plan, suitable for our client's setup.

We had used the first-rate technology and employed many Ob-Gyn past masters who have decades of experience in the **Ob-Gyn coding and billing** areas to bestow our client with the following benefits:



- ✓ Ob-Gyn specific, experienced, certified coders and professional biller to guarantee Short Turn-around-time (STAT).
- ✓ Amicable technology interfacing between medical coding, billing and EHR/EMR/PMS.
- ✓ Unrivalled accuracy with Ob-Gyn specific Medical coders and billers.
- ✓ HL7 and HIPAA compliance experts for protecting Patient Health Information (PHI).
- ✓ 24x7 'Ob-Gyn specific' Expert Support for Client.
- ✓ Payer-specific expertise to zero down denials and maximize reimbursements.
- ✓ Tech-savvy EHR experts to streamline the EHR-based workflow.

Getting into the billing process, clearinghouse is the key moderator for the insurance process and for the same we opted for Navicure.

To nurture our relationship in the financial milieu, we offered a volume based discount to our client.

We have suggested to use iPhone and with TDS as a back-up. Our client agreed for it and appreciated the same.

4.GreenWay EHR – The Matrix for Medical Billing

With our recommendation, our client's practice was installed with **GreenWay EHR**, which empowered our client's Ob-Gyn practice with a full set of clinical, financial and administrative features:

- **GreenWay EHR's clinical content** includes nearly 400 Ob-Gyn-specific templates (Eg: annual exams, labor and delivery, pre- and post-op procedures, infertility and in vitro fertilization-related templates, encounter scenario documentation, etc.) to enhance the user's adoption of the solution.
- **Delivery information dialog** offers a delivery date calculator that presents trouble-free tracking of predictable and real delivery information.
- **Prenatal flowcharts** portray figures of fetal heart rate, weight gain, blood pressure, blood glucose and more throughout each phase of pregnancy.
- **Facesheets** demonstrate genetic screening and reproductive history, offering a rapid and adaptable summary of all Ob-Gyn-linked data, along with vitals, allergies and histories.

When the patients are prepared to deliver at the hospital, staff can log into a fitting and protected web portal to scrutinize all the patient's information and records, including prenatal flow sheets, lab work and antepartum summaries.

5.Our Client – The “Victorious” Business Partaker

After all the implementations and a watch-period of one complete month of smooth sailing, we had presented the reports to Dr.Washington. He was keyed up with delight and said “Wow!! The collection rate has gone beyond your promise of 93% (It was exactly 94.7%). You had given a different face for my business setting; really I didn't anticipate this cosmic change in my operational, financial and business processes. Good work done!”

At this stage, we must thank our client for offering a flexible and amicable support for our staff. We deem that we had proven ourselves to be a reliable and lucrative business partner for our client.



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TOLL FREE
1-877-272-1572

Our Prospective Projects with Our Georgia Client

Being fulfilled with our **coding and billing services**, our client wants us to work on recredentialing with AmeriGroup. Besides, we are planning to slowly take over the Contract Negotiating process as well.



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