

C A S E S T U D Y

Outsource Receivables deploys multifaceted approach to get revenue cycle management on track for clinic growth

When Outsource Receivables Inc. (ORI) President Dan Smits got a late night call from a medical services provider in trouble, he didn't waste time. Dan scheduled a conference call the next morning with the clinic leadership and the ORI leadership team to get started on an assessment and strategy for recovery. Just 18 months later, the client had gone from 28% over 90 day accounts receivables (\$237,980.25) to less than 7%, or just \$59,993. During this same period of time the client added another service location and has grown sales over 45%.



While these types of stories are seemingly too good to be true, it has not been an uncommon experience in the last 15 years of business at ORI. Dan attributes this type of success to **ORI's differentiators including the hands-on, collaborative approach.** "If our client is struggling with front-end processes, we go on site to understand the dynamics," he explains. "We have our team review each step and how it can impact efficient billing and cash flow - from the initial appointment, to the front desk, verification and authorizations, and systems integration." Once ORI has a full understanding of the client's needs and goals, we can recommend process improvements that will ultimately impact cash flow and hit the bottom line.

In this case, the provider was struggling with credentialing, contracting, and authorization issues. Their office staff was not always trained in areas related to billing, did not understand each others roles in the process, and lacked an overall system of accountability and timeliness. ORI project managers conducted multiple on-site visits and interviewed and documented the different processes which were impacting reimbursements. A list of recommendations for each department was generated and

provided to the clinic leadership for review. One of the recommendations was to build a better process around authorizations and assign a person to monitor it. In addition, a review of contracts was in order and ORI recommended an expert on payer relations and contracting as a consultant.

Customized reports and benchmarks were instituted, which provide clinic performance metrics and management tools. At each step, a return on investment and forecast was presented that allowed the client to see where the cost savings would be generated.

The outcome?

The client did a fantastic job of increasing sales 45% over 18 months, while ORI focused on

growing the revenue, which increased 55.7% during the same period. The ORI team was able to bring the clinic operations an estimated extra \$30,444 per month, or \$365,335 per year. Had they remained on the same trajectory, the clinic could be missing out on this cash in just 2013 alone; and missing out on the opportunity to grow and serve their mission.

