



**BillingParadise**

Revenue Cycle Masters

## CASE STUDY

### Phased Resolution

### -The Golden Tool to Upsurge Obstetrics And Gynecology Practice

With **BillingParadise's** Collaboration, female patients' transforming Acuity about Obstetrics and Gynecology practice is enthralling for The practitioners.



TOLL FREE:

1-888-571-9069



"The knack to recognize and perfectly resolve a smoldering issue requires pertinent knowl - edge, doggedness and tactical approach."

-Shiva Kumar, CEO,



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## The OB/GYN Panorama

Due to colossal renovations in the healthcare domain, more patients are increasingly exposed and getting acquainted with the specialty medical treatments. Thus, most of the female patients are opting to use their Obstetrics and Gynecology (OB/GYN), physician as their primary care physician. This migration is increasingly compelling the OB/GYN practitioners to be more responsible and skilled than ever



## Prologue

This case study elucidates the scenario of pre- and post-implementation of an Electronic Health Record (EHR) system in an OB/GYN facility, “Women Caring for Women” in Orlando, Florida. Also, this narrative accentuates the current challenges and solutions pertinent to the OB/GYN practice.



## Business Backdrop

Our client is basically an OB/GYN facility who has great handed physicians in almost every domain of OB/GYN specialty including: maternal-fetal medicine, infertility, family planning, endocrinology, urogynecology, adolescent healthcare and office gynecology. As a renowned OB/GYN practice, our client is busy with and masters the patient care.



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## Impediments to the Patient Care – Other Side of the Coin..

In spite of the passion for patient care, managing the practice is really an arduous Task due to copious factors that leverage the serene medical practice.

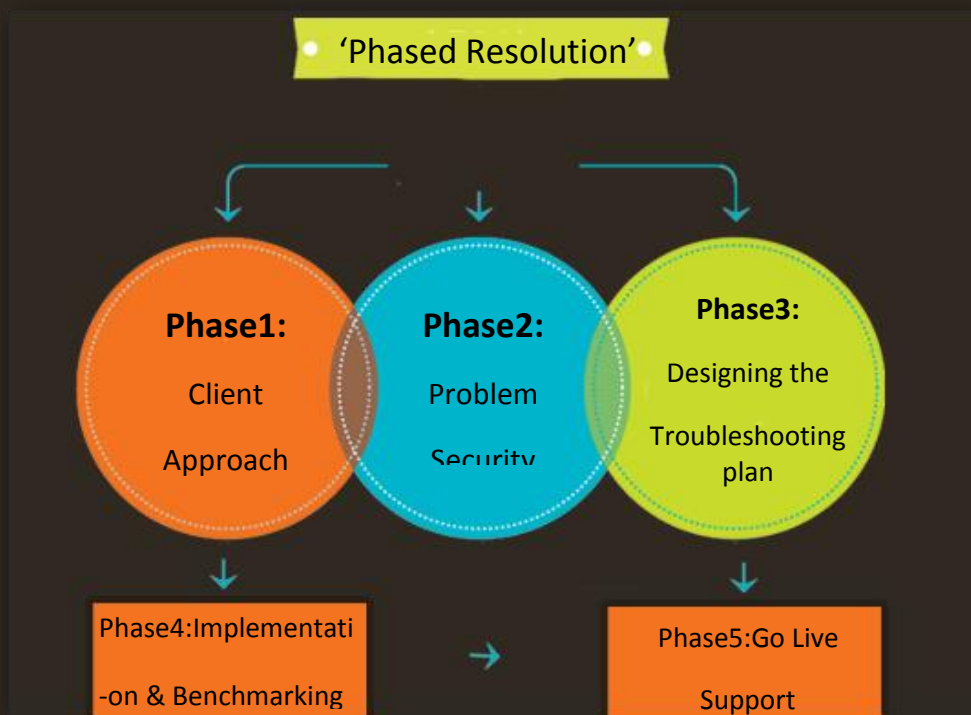
**Home-grown impediments:** Resource paucities, administrative burden, defective claims creations, submissions and follow-ups, diminished control over escalating bad debts, etc.

**Peripheral impediments:** Unwavering revisions in healthcare policies and coding guidelines, technology innovations, augmented **claim denials**, constricted reimbursement hikes, gung-ho market scenario, etc

To overcome these predicaments and to refurbish their lackluster financial system into a lucrative one, our client has approached us



## 'Phased Resolution' – The Boulevard to Relish the Practice Business



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## Elevating Bad Debts – The Hindrance!

Lack of aggressive **accounts receivable (AR) callers** to follow-up the payer and patient oriented payments caused skyscraping increase in bad debts.

## EHR – The Culprit!

- Despite the deployment of a Tech-Savvy staff, her practice was struggling with an EHR which is not bespoke in harmony with her OB/GYN practice and also it is not interoperable within her network.
- We recommended and to “implement” our EHR, then trained her Tech-savvy staff to resolve this problem.

## Time – The Dearth!

- Her grumble about 8 hours working schedule could not be ruled out without our positive interference.

## Phase 4: Implementation and benchmarking

Scrupulous analysis of the glitches revealed that a tailored, interoperable EHR coupled with **the BillingParadise’s Outsourcing support** aid her rule out all the problems. Thus, we have clinched a deal with her facility to proffer an unrivaled support.

“If you think only a coder can do a better billing, the solution is BillingParadise. Yes, it is our Certified Coders do your complete billing to guarantee 98% of claim payment within 30 days.”



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- Our participation perked up the clean claim submissions up to 98% when compared with her 65% average.
- .Channeled utilization of our AR callers recouped 69% and 73% of payer's and patients' payments respectively within one month.
- We observed a sea-change in the claim processing speed and accuracy with an incredible increment of up to 24% and 39% respectively, from our client's average.
- As a result of rectifying the coding, bad debt and EHR issues along with our 24/7 support, there was more than 3 times increase in the turn-around-time (TAT) with an effectual billing and successful reimbursement in our client's facility.

## Phase 5: Go Live Support

BillingParadise firmly deems that persistent accomplishment lies in the hands of the continuous vendor support, because it was we, who changed the game of "Women Caring for Women's" business. Furthermore, we have the time, team and talent to manage any corollary when our client hits a snag. In this phase, we have been offering the following services at an affordable cost:

1. Periodical assessment of the claim - reimbursement workflow
2. Preparing the setup for **meaningful use of HER**
3. Policy updates for prompt in-house processing
4. Stringent **HIPAA compliance support**

### Benefits

- As an icing on the cake, along with the dwindled
- expenditure and reduced TAT for improved reim-bursements, our client relished the services:

- Free EMR Subscription
- Free Practice Credentialing
- Free AR Summary
- Free Practice Analysis Report
- Free Pay Negotiations
- Free RCM Report.



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## About BillingParadise

BillingParadise is a **Revenue Cycle Management Company**. We are headquartered at Diamond Bar, California. We are known for our 24/7 support through our certified coders and billing veterans. We are unique with our experienced, multi-level denial managers and claim processing experts. We are catering to more than 300 hospitals, radiology centers, clinics, individual and group physicians, etc. Over 500 doctors are using our **Ob/gyn. Medical Coding, Billing & Collections** services.



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