



## COMMUNITY HEALTH CENTER REVENUE CYCLE CASE STUDY



# GOSHEN MEDICAL CENTER

## HELPING GOSHEN GET MORE OUT OF ITS PRACTICE MANAGEMENT SOFTWARE

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In many cases, cash flow is an important goal for PMG's community health center (CHC) clients. But GMC faced a different kind of challenge: a lack of in-house expertise in operating the organization's PM software.

"There were two big issues," recalls staff accountant Diane Graham. "One, no one in our billing department was comfortable with programming the system. And two, the system wasn't able to handle split billing. As a result, those claims were getting held up.

"We needed to outsource to a firm that had expertise in using the system and could help us deal with split billing. PMG was just the right fit."

### FINDING AN ALTERNATIVE TO SPLIT BILLING

Three members of the PMG team paid multiple visits to North Carolina to ensure a smooth transition. They discovered that unbeknownst to GMC — and contrary to the vendor's claim —

## ABOUT PRIORITY MANAGEMENT GROUP

PMG is an industry-leading revenue cycle management firm focused exclusively on the Community Health Center market. We speak the CHC language and have dramatically increased revenues at each of our CHC clients.

For more information, please visit [www.GoPMG.com](http://www.GoPMG.com) or call Robert Skeffington at 401-616-2020.

## PRIORITY MANAGEMENT GROUP

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the PM software wasn't designed to handle split billing. So PMG's first step was to find a workaround.

"With PMG's help, we eliminated split billing," says Diane. "We started using different payers for individual claims rather than letting the system try to split them out."

Besides addressing the split billing issue, PMG has also:

- Rooted out inefficiency and improved reimbursement speed by reviewing GMC's fee schedule, encounter forms, billing tables and denial process — and even observing checks in progress
- Developed a denial tracking and reporting system
- Conducted research into state-specific Medicaid and FQHC Medicare to optimize proper billing and reimbursement

Since partnering with PMG in March 2010, GMC has reduced headcount in its billing department from 18 to four employees. In addition, the organization has seen:

- A 43 percent increase in average payment per visit
- A 51 percent reduction in days in A/R

## **A POSITIVE ATTITUDE GOES A LONG WAY**

According to Diane, adaptability is one of PMG's greatest strengths. For example, the managers (i.e. leaders) of GMC's 20 sites weren't satisfied with their ability to answer returns through PMG's FTP site. PMG responded by creating a new system and training GMC staff on how to use it.

"Now when a claim is denied, site leaders can respond to that denial via the website," explains Diane. "PMG has shown a real willingness to listen to our input and meet our needs."

And that experience is indicative of PMG's commitment to excellent service. "Their staff is very positive. They have an attitude of 'Sure, sure, sure, we'll get it done — we can do that,'" says Diane. "There's a collective effort in fulfilling every request from us."

"We have a good working relationship with PMG. They work with our staff very well, and I think that's a real plus."

## **ABOUT GOSHEN MEDICAL CENTER**

GMC is a private, nonprofit FQHC located in southeastern North Carolina. We are committed to preserving human life by providing comprehensive primary health care services to medically underserved and uninsured persons in an economic manner, consistent with high professional standards and sensitive to the community. More at [www.goshenmedical.org](http://www.goshenmedical.org).

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