

IMMUNOLOGY PRACTICE UNDERSTOOD IMPORTANCE OF CASH FLOW IN CHOOSING ARIA RCM



Revenue Cycle Management Case Study: Immunology Practice Understood Importance of Cash Flow in Choosing Aria RCM

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When starting a practice, there are numerous things providers need to have in place in order to be successful. For Dr. Anita Shvarts, there was something especially important when opening North Georgia Allergy Asthma & Immunology. The new practice in Millen, Georgia knew in order to maximize their business operations, they needed to have something in place to help their cash flow. That's why when selecting eMDs as their EHR, they also included Aria RCM.

Starting out on the Right Foot with Aria RCM

"Cash flow is a big issue when starting a new practice," Dr. Shvarts pointed out, "and having a billing company be able to bill quickly and follow up on payment issues is really helpful." Dr. Shvarts originally decided to partner with eMDs for a cloud-based EHR solution, and when Aria RCM was offered as a package, she did not hesitate to take advantage of the service. Being able to start day one with a team of dedicated specialists to help with the office's billing as the practice scaled and evolved has put them in a better position to take control of their cash flow.

Starting out with the Aria RCM solution proved to be a benefit. With cash flow being a top priority, the partnership proved to be a major benefit from the start. The Aria RCM team focused on constant billing vs. batch billing to ensure cash was continuously coming into the practice. "Implementation was easy," says Dr. Shvarts, "There were really no setbacks. Things were being billed properly as patients came through." While the practice at times relies on the Aria team to manually check to make sure that certain procedure codes are properly added, Dr. Shvarts says that it hasn't been a delay in getting paid for their visits.

RCM is a Team Effort

Having a team dedicated to following up on issues has been a major benefit for the practice. "They follow up on any of our denials and they're typically resolved within twenty-four hours or even the same day," Dr. Shvarts explains. If any issue arises, it can be resolved quickly with a simple email or phone call to her dedicated Account Executive. Having a responsive team has helped the practice cut down on denials and avoid costly reworks. To keep up with operations, and resolve anything before it becomes an issue, the practice has a monthly meeting with their account executive and member of the billing team.

"It was really helpful to have [Aria RCM] from the beginning," says Dr. Shvarts. "I definitely wanted to have a company who could do both [EHR and RCM] and eMDs offered a great team for both." The fact that Aria RCM directly integrates with the software means that the practice has an easier time tracking their workflow, and can follow claims from the time of service through it being paid. Having a system in place that can ensure they are paid in a timely fashion has helped the practice start off on the right foot and put them in a better position for the future.

*Customer received compensation as a referral and was told in advance that they would be featured in an advertisement.