![AdvancedMD logo]

BILLING

Riverchase Billing

COMPANY PROFILE

Company Size: 50+ revenue cycle management clients
Specialties Served: Physician practices, ambulatory surgery centers, reference labs, hospitals, long-term care facilities, retail pharmacies and other medical entities.
AdvancedMD Client Since: 2016
Technology Profile: Riverchase was looking for a completely integrated, cloud-based system that was easy to implement and simple to use, with full access to training materials, robust client support and a reasonable price. Riverchase quickly began to shift some of its practices to AdvancedPM and one practice to both AdvancedPM and AdvancedEHR. Riverchase then decided to move one of its very large practices to AdvancedPM, AdvancedEHR and everything that AdvancedMD offered at that time – including an integration with the lab. Riverchase now offers AdvancedMD Rhythm to all of its private practice clients. The fully integrated suite from a single vendor is no comparison.
Company Highlights: With more than 25 years of revenue cycle management experience, Riverchase Billing serves 50+ clients across the country. It provides practice management (PM), consulting, coding, auditing, billing and follow-up services. Riverchase also assists its clients with MIPS and other payment programs to avoid payer penalties and increase provider revenues.

RIVERCHASE BILLING INCREASES CLIENT PRODUCTIVITY, REDUCES FTES WITH ADVANCEDMD RHYTHM

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"In some cases, there was no integration between the electronic medical record (EMR) and PM systems," Ms. Freeny explains. "We were also dealing with cumbersome registration processes, limited or no denial tracking, a lack of automated insurance workflow and integrated eligibility, constrained reporting, unwieldy secondary billing, no automated/electronic communication with patients, too many clicks on the EMR side, an inability to customize templates, and no rooming solution."

PRETTY DID NOT ALWAYS MEAN FUNCTIONAL

Ms. Freeny notes that their legacy solutions, which also offered minimal or no customization and were manually labor-intensive, drove them to research other options. "We were looking for a completely integrated, cloud-based system that was easy to implement and simple to use. We also wanted full access to training materials, robust client support and a reasonable price," she says.

After evaluating – and in some cases working with – several other vendors, Riverchase Billing found exactly what it needed with AdvancedMD Rhythm, a unified workflow solution automating tasks for all roles in the practice and patients. "AdvancedMD met or exceeded all of the criteria we were looking for in a system, and offered great customer service and client support," Ms. Freeny says. "AdvancedMD includes more bells and whistles than we knew to ask for! The automation within Rhythm far surpasses the day-to-day needs of a practice."

"Our niche is small physician practices that don't have the resources to manage the business and financial aspects of their practice and need someone to help guide them – many don't know where to start," Ms. Freeny points out. "Our goal is to help them use their software in the best possible manner and acclimate them to new processes that make their practices much more efficient."

According to Ms. Freeny, Riverchase Billing went "back to its roots" in choosing AdvancedMD. "We had the opportunity to move to one software solution that would answer all our clients' needs, since we serve a multitude of specialty practices. There is lots of software out there that is geared to one type of specialty, but not all of them. With AdvancedMD, we could customize the system for each specialty and train staff on a single platform."

QUICK TURNAROUND TIME FROM CONTRACT TO IMPLEMENTATION IMPRESSES CLIENTS

When Riverchase Billing signed on with AdvancedMD in 2016, it quickly began to shift some of its practices to AdvancedPM and, initially, one practice to both AdvancedPM and AdvancedEHR. Then, Riverchase decided to move one of its very large practices to AdvancedPM, AdvancedEHR and everything that AdvancedMD offered at that time – as well as integration with the lab – all on the same day. "It went off without a hitch," Ms. Freeny marvels. "The practice had reduced its volume of patients for the first two weeks to allow for ramp-up, and the implementation went so smoothly that they began to add patients back to the schedule after the first week."

"Now, when we bring in new clients, we do so using the entire AdvancedMD package," she adds. "We found that when you implement the full suite from the beginning, the clients are more inclined to use it. They can see up-front the entire recommended workflow within AdvancedMD and how to do everything from A to Z. As a result, they realize greater efficiencies, sometimes a reduced staff need or increased patient volumes, and therefore increased cash flow."

Riverchase now offers AdvancedMD Rhythm to all of its private practice clients, and most of them are using it. "AdvancedMD is a broad resource for a wide range of specialties," Ms. Freeny reports. "Our clients have come from using a variety of software solutions, and all of the feedback from providers, clinical and clerical staff about AdvancedMD has been positive. The fully integrated suite from a single vendor is no comparison to what they had in the past. It's an immediate relief for them, as their productivity increases being on a seamless system."

Ms. Freeny calls out some of the Rhythm suite features that have been enthusiastically welcomed by their clients:

- patient portal

- integrated credit card processing

- drag and drop capabilities of the scheduler

- online forms completion

- ability to send messages and appointment reminders to patients

- health information exchange allowing physicians, staff and patients to access and securely share essential medical information electronically

- rooming feature to quickly locate patients within the practice

- integration of lab and radiology orders and results

- reputation management

ADVANCEDMD BOOSTS RIVERCHASE'S BOTTOM LINE, TOO

By implementing Rhythm for its clients, Riverchase Billing also quickly realized benefits in its own business. The company was able to reduce its FTE's by half within six months due to AdvancedMD automated workflows. "That was pretty big for us," Ms. Freeny admits. "When seven people retired or left, we didn't have to replace them. We eliminated daily reconciliation of claims and also now had automated remittance and secondary billing without importing and exporting data. The productivity in our central billing office increased significantly. In particular, the denials and collections modules within AdvancedMD were a game-changer for us."

Ms. Freeny praises the flexibility of AdvancedMD Rhythm that enables Riverchase to customize modules based on its clients' needs. At the same time, she sees that Riverchase is educating its clients about the features and benefits of Rhythm, and finding that problems are minimized. "This allows us to do more offense in revenue cycle management, rather than defense," she says. "We saw an immediate return on our investment that has resulted in greater margins and the ability to do more with less."

"Each practice uses Rhythm a little differently, but they all agree with us that it has led to a much greater control of their business and improved communication. We look forward to implementing it for new clients as they come on board, and taking advantage of new features developed by AdvancedMD," Ms. Freeny concludes.

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