

PEDIATRICS

Creative Health Solutions

Fairfax, Virginia

CLINIC PROFILE

Providers: Six practicing licensed therapists

Specialties Served: Pediatric special needs

AdvancedMD Client Since: 2009

Technology Profile: Fully-integrated AdvancedMD cloud software suite, including scheduling, eligibility verification, electronic charge slips, and sophisticated billing.

Practice Highlights: This practice specializes in fully-integrated therapies for special-needs children. The clinic augments basic services offered in schools with specialized treatments these children need in order to fully function in their lives. The focus is on providing the full range of therapies and services required in a smooth, elegant and integrated delivery model customized to each client and their family.

“When the therapists look at that schedule they know what they’re going to do with that client, where they’re going to do it, what kind of equipment they’re going to need, and where they’re going to go with it.”

Ms. Judy Feingold

Lead occupational therapist & co-founder

ABSTRACT

This specialized pediatrics services practice required a fully-integrated automation system to match their highly integrated service delivery model. Additional flexibility was required to accommodate unusual coding and reimbursement requirements, as well as additional products and programs integral to their patients’ well being. An in-depth due diligence process determined that the AdvancedMD cloud system most closely matched their needs. Today, the practice provides a highly individualized, smooth experience for clients at attractive profitability levels.

THE PROBLEM

The unique services provided by this clinic present a number of specialized challenges. Because the main clientele are children, working around school schedules is particularly important. “Everybody wants an appointment between 4 and 7 o’clock during the week because children are in school,” said Richard Feingold, business manager and co-founder of Creative Health Solutions, Inc. “Those time slots are oversubscribed during the school year, and we’ve got to carefully manage them as well as fill the other time slots during the day.”

Cancellations and no-shows are particularly problematic, both from a financial and a patient-flow standpoint. “They are costly,” said Mr. Feingold. “The typical client is seen weekly, and when they don’t show up, that’s lost revenue. We need to fill those slots quickly.”

The clinic sees a wide variety of challenging issues with special-needs children, requiring specialized coding and billing capability. Additionally, it is important for both the clinic and the family to know what treatments are covered and for how long. “Previously, I never knew upfront what I would be reimbursed for. So I had a hard time deciding on a client’s treatment plan, how to fit the equipment in that structure, what kinds of documentation I would need, and what codes to use,” said Judy Feingold, lead occupational therapist and co-founder of Creative Health Solutions.

Because coding and covered services are not uniform or always clear from one insurance carrier to another, managing billing and reimbursement can be especially challenging. “I relied on my biller, who I respect a lot,” said Ms. Feingold. “But there were situations where she was caught short and I ended up working a lot and not getting reimbursed. Basically, I was losing a lot of money.”

Visibility into the financial and business aspects of the practice is also critical in order to fine tune the operation and deliver optimum service to clients. “The financial reports are critical,” said Mr. Feingold. “And we create a lot of unique programs – everything from selling support products to programs that are not traditional billing codes. We have to stay on top of all that.”



The AdvancedMD Solution

Creative Health Solutions selected the AdvancedMD cloud system as the core of their clinical and practice automation. Mr. Feingold applied his previous extensive IT background to the task of evaluating and selecting the automation system for the practice. "I brought a lot of business acumen to the due diligence process," he said. "I was fortunate enough to find AdvancedMD. Through my evaluations, I haven't found anything that compares to it."

A cloud solution was fundamental to Mr. Feingold's selection criteria. "Being in the cloud is critical," he said.

"You don't want to be in the cloud business. I used to be. If anyone says you can run their system in your own clinic – RUN!"

Today the clinic runs the fully-integrated AdvancedMD cloud software suite, including scheduling, eligibility verification, electronic charge slips, and sophisticated billing. Providers and staff access the system anytime, anywhere through the cloud without the need for additional onsite servers and computer equipment.

THE OUTCOME

The AdvancedMD integrated cloud system has helped address each of Creative Health's unique challenges – both in the clinic and for the business. "Our middle name is integration – from both a clinical and a business sense. What AdvancedMD provides for us is integration," said Mr. Feingold. "The scheduler is integrated with our billing system, which is also our accounts receivable, which also tracks in other unique ways – all in one system. That's why it's so critical to our success."

Scheduling Solutions

The robust features of the AdvancedMD scheduler provide the clinic with an easy-to-use way of maximizing scheduling efficiency. The wait list feature is key in quickly filling cancellation vacancies, and statistics tracked in the system help identify patterns and options for improved schedule utilization.

AdvancedMD scheduling also provides a diverse range of functionality that is key to keeping providers and staff working at maximum effectiveness during the day. "What started out as chaos is now in a very elegant, easy-to-understand structure. The schedule gives us a view of the entire integrated process," said Ms. Feingold. "When the therapists look at that schedule they know what they're going to do with that client, where they're going to do it, what kind of equipment they're going to need, and where they're going to go with it."

An integrated system that matches patient care philosophy creates the ability to optimize delivery of the clinic's unique services. "The AdvancedMD technology brought us now

to what is a very elegant process of how to manage each individual client's treatment protocol with a solid infrastructure in place so we can handle more clients efficiently and easily."

Reimbursement Scrutiny

The proven world-class features of the AdvancedMD claims and billing system help the clinic head off reimbursement challenges and work effectively with clients on insurance-related issues. "We have gotten pretty good using the tools in AdvancedMD to keep ahead of the insurance issues," said Mr. Feingold. "Every day we track rejections. As soon as that happens for any reason I contact the client and ask them to intervene."

Fast, In-depth Reporting

The flexible reporting features in the AdvancedMD system provide deep visibility into all aspects of the clinic's operations. "I can tell how much reimbursement I'm getting from each carrier. I can tell immediately what the ratio is for my billing rate and my reimbursement," said Mr. Feingold. "It's a critical way of following my business."

The system's flexibility allows the clinic to effectively manage the unique aspects of the practice that are crucial to profitability. "We are able to create our own set of codes integrated into AdvancedMD and get reports on them," said Mr. Feingold. "I can know how much income I'm receiving from different programs and services or how many of XYZ I have sold."

SUMMARY

The AdvancedMD system allows Creative Health Solutions to focus on delivering the best-integrated service to clients in a cost-effective, profitable way. "If you want to be focused on your practice and not worry about infrastructure, this is it. It's transparent," said Mr. Feingold. "Just like when I plug something into the wall I'm not worried about what the voltage is and what's the availability; it's just there – like AdvancedMD. It does it so well sometimes you don't appreciate it until you really think about it."