

Practice Management Resource Group

San Francisco, CA

Company profile

Ron Rosenberg, PA
President & Founder

Curt Hill
CEO:

AdvancedMD client since: 2009

Tech profile

PMRG implemented AdvancedMD Practice Management (PM) in August 2009 for an all-in-one platform for both in-house and client daily operations. Facing the challenges associated with remote workers and partnering with over 45 private practice clients, PMRG implemented AdvancedMD as a cloud solution for medical billing, scheduling, and revenue cycle management.

Practice highlights

Practice Management Resource Group (PMRG) was founded in 1992 as a consulting firm to assist private practices in improving financial performance. Because they specialized in billing and collection matters, they were well positioned to launch a billing service of their own in 2004. PMRG now provides billing and financial reporting services over 45 clients nationwide, primarily in ophthalmology with evolving expansions in other specialties.

Their clients trust them to provide timely, accurate financial data and sound business advice to improve the overall health of their private practices. PMRG is also responsible for processing all billing processes to collect maximum reimbursement.

After their software provider was sold off to a large corporation, this medical billing service and consulting firm was in need of an integrated solution that would meet their own needs as well as their clients. They selected AdvancedMD for its superior practice management features, such as scheduling, on the client side as well as for sophisticated billing and world-class financial reporting capabilities. They found no other provider who could meet the revenue management capabilities of the AdvancedInsight® from AdvancedMD.

The problem

What you won't learn in medical school

PMRG built their business on fighting for private practices. They found the smaller a practice was, the less likely they were to have the tool and expertise for healthy financial reporting. "Hospitals have staff with college degrees in hospital administration," PMRG President Ron Rosenberg explains, "private practices don't have those same resources."

"There are two sides to being a doctor," he explains, "one is seeing patients, treating illnesses, and supporting health; the other is running a business, not something you are trained to do in medical school."

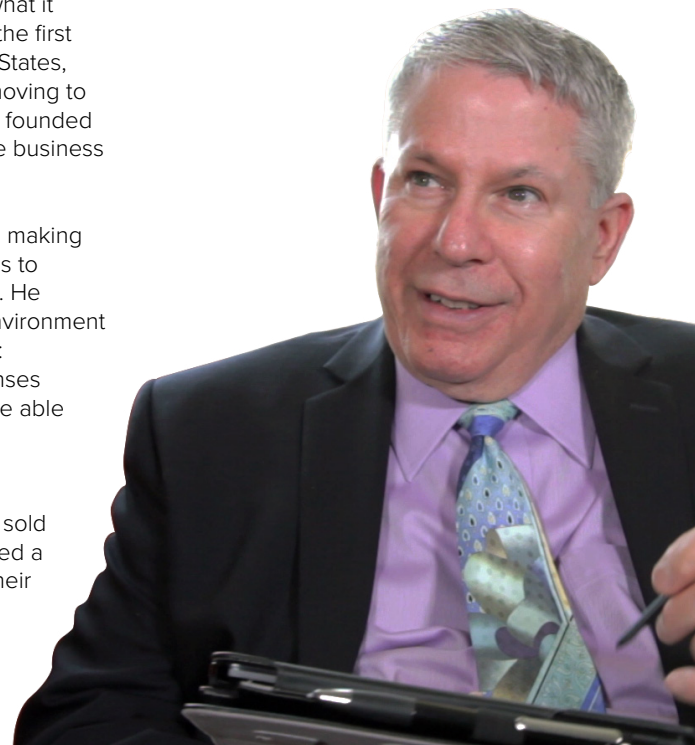
And Rosenberg knows firsthand what it takes to run a practice. As one of the first physician assistants in the United States, he practiced for 12 years before moving to the business side of medicine. He founded PMRG to give private practices the business expertise they were lacking.

Today's harsh economic climate is making it more difficult for private practices to succeed, according to Rosenberg. He states that the harsh regulatory environment is one of the primary reasons why: "Reimbursements go down, expenses go up. It's critical that physicians be able to monitor the performance of their practice."

When their software provider was sold to a larger company, PMRG required a new solution in order to provide their clients with critical financial data. Without sophisticated reporting

tools, they couldn't help promote long-term stability and success in a time when many practices were shutting their doors. Filling the role of "business expert" in dozens of medical offices nationwide, PMRG needed a high tech, lasting solution for financial analysis.

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What you won't learn in medical school

PMRG was willing to spend hours—even days—getting answers to their clients' toughest questions. Although they knew it needed to be done, Rosenberg admitted reporting before AdvancedInsight could be chaotic.

Rosenberg remembers the old process for answering very specific questions from clients and how that meant hours of data exchanges and report preparation. "It required essentially a data dump of a client's database put into access and then massaged by our data expert up in Seattle."

Once CEO Curt Hill got the data, the process wasn't much easier. Before AdvancedInsight, he was limited by certain fields in specific reports, which meant manual measurements for key performance indicators. "I needed the capability to find out things like if a particular carrier is underpaying for a particular code, to compare performance for each physician or location in a multi-physician practice, and to see after which month collections drop off."

Ron Rosenberg, PMRG President, warns that financial reporting shouldn't just measure dollars and cents.

He advises his clients to track everything that impacts revenue cycle:

- Productivity of staff
- Volume of products & services sold
- Insurance payments & denials
- Collection performance
- Payor mix

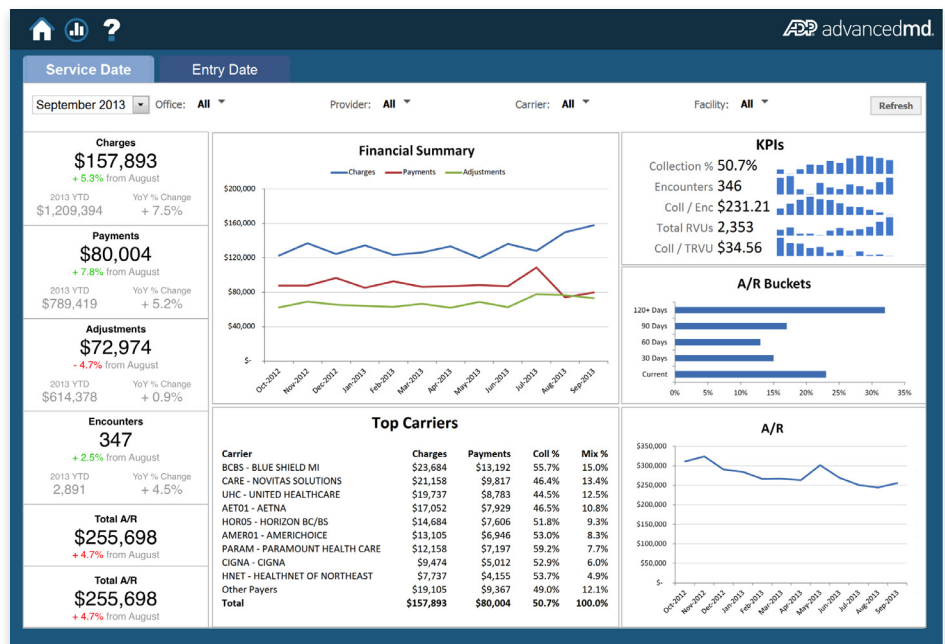
Can your practice management software do that?

“Having complete, complex reports right at your fingertips is invaluable to your practice's health—it's charting waters to these uncertain business times.”

The AdvancedMD solution

Looking for an answer to reporting challenges while keeping critical practice management functions their clients loved about AdvancedMD, PMRG adopted AdvancedInsight in 2013. The reporting suite delivers sophisticated financial reports almost instantly to inform timelier, smarter business decisions.

They are now able capture the most revenue possible for their clients while providing robust reporting options to assess the overall financial health of each practice. Additionally, the AdvancedMD system facilitates seamless exchange of data with over 45 clients. And, because clients utilize the same system to manage daily operations for scheduling, it is to be easy to implement and use and accessible to a variety of skill levels.



The outcome

Business intelligence in a few clicks

PMRG can now quickly provide their client physicians with the business intelligence they need to make the best-calculated, long-term decisions for their practice. Rosenberg states, “In terms of formulating the right questions and getting the right answers to them, AdvancedInsight gives us an advantage to give just that to our clients.”

“It has helped our physician clients by getting answers to the questions that they have about how their practice is working—whether it’s an operational question or a marketing strategy question, an operations question, or a physician compensation question,” reports Rosenberg.

Hill shares a story of how PMRG was able to make one multi-location practice more profitable by presenting once difficult-to-extract data. Although the practice had suspicion on of the locations was underperforming, they didn’t have sufficient information to be sure.

“We dug in with AdvancedInsight, and we found the data to indicate a practice location wasn’t as profitable,” remembers Hill. This information allowed the practice to quickly make changes to increase patient load at the lackluster location. According to Hill, this made all the difference, “They are now bringing in more revenue since the one under-performing at a better rate and yielding more money for the practice.”

Rosenberg also likes that the reporting suite is just as easy for practice administrators to use. Due to the quick-to-learn, easy-to-use interface, AdvancedInsight is accessible to nearly everyone. He explains, “The administrators and physicians like it because if they want to run reports on their own they certainly can; it’s comforting for them to know if they take their billing back in house they can do it on their own.”

“With AdvancedInsight, I am able to say that we can answer virtually any question that may come up in terms of a private practice.”

Slicing, dicing & drilling data in minutes

AdvancedInsight has revolutionized the way PMRG does reporting. Rosenberg, who says he has a “passion” for reporting, says it has met PMRG’s two primary goals: “Producing reports that repetitively run for practices; and allowing us to answer ad hoc questions from practices.”

The ad hoc reporting capabilities has given Hill the freedom to customize reporting in a way never before possible. “AdvancedInsight allows a customizable way of searching the data,” he explains, “I can pull in data fields as I see them needed, I can slice and dice date periods, I can drill down to individual CPT codes or diagnosis codes.”

For Hill, getting data to his clients faster, while being confident in its accuracy, is also one of the key benefits of AdvancedInsight. What used to be a tedious process is now done in minutes. “AdvancedInsight allows me to spend minutes on a report versus two or three hours pulling, massaging, and manipulating data,” reports Hill.

Being able to eliminate the messy data exchanges has been another perk of AdvancedMD. “We no longer need a data dump of a client’s database,” says Hill, “With AdvancedInsight, we can generate a report in five minutes without going through a laborious process.” Additionally, the report library allows him to save custom-built reports to be run in the future: “It allows me to save reports that automatically get refreshed.”



> Conclusion

Both Rosenberg and Hill have credited AdvancedInsight for allowing them outshine their competitors. “We have differentiated ourselves from other billing services with AdvancedInsight,” he says, “It lets us to fulfill our promise to provide value-added services to our practices.”

There is also no doubt that AdvancedInsight will support the future growth of PMRG, according to Rosenberg. “It has given me more confidence,” he states, “When I speak to perspective clients, to be able to say that we can answer virtually any question that may come up in terms of your practice, your financial performance, your productive, your service mix, your payor mix, I am confident we can get the answers accurately and quickly.”