

## CASE STUDY

# SALISBURY, MARYLAND, FAMILY PRACTICE

## Optimizing Practice Success through Health Prime's Unique Technology, Data and Expertise

For more than two decades, this Maryland-based family practice operated efficiently. But its physician owner wanted better. With technology-powered solutions and services from Health Prime, the practice is enhancing processes, reducing technology costs and optimizing revenue while maintaining the highest levels of service. As a result, it has positioned itself to thrive for decades to come.

### Business Critical Needs:

- Reduce patient no-shows
- Decrease technology costs
- Improve process for generating patient statements
- Optimize revenue through better coding practices
- Upgrade revenue cycle management
- Maintain high levels of patient care and service

### About the Practice:

- 21-year-old Salisbury, Maryland, family practice
- One location
- One physician
- Two physician assistants
- 8,500 patient visits annually
- Health Prime partner since 2004

## Results Delivered by Health Prime:

- Established effective protocol for patient notification of no-show fees resulting in 50 percent reduction in no-shows (to under 8%)
- Moved to more effective claims submission clearinghouse
- Streamlined patient statement generation and reduced staff administrative work
- Improved coding practices
- Increased year-over-year charges by 11%
- Increased year-over-year payments by 14%
- Increased payment-to-charge ratio by 2%
- Reduced primary insurance accounts receivable over 90 days to 1%
- Seamless transition from former revenue cycle management provider

↑ 11%

Increase in year-over-year charges

💰 14%

Increase in year-over-year payments

↑ 2%

Increase in payment-to-charge ratio

## Health Prime Solutions Used:

### PrimeRevenue


Revenue cycle management (with eligibility verification services) that alleviates administrative burdens and streamlines and transforms complex revenue cycles from end-to-end. The result is increased revenue, reduced costs and enhanced patient experiences.

### PrimeConsult

A comprehensive practice management consultation solution focused on improving the financial and operational performance of health care organizations. HP's team of physician and health care management experts uses proven, data-driven methodologies to assist with strategic budgeting and growth planning.

## READY TO TALK?

Call or email to learn how we can help you get back to the joys of practicing medicine—and your life.

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