

# Success Story

## Gastroenterology

### The Challenge

Our client, a multi-provider, multi-location gastroenterology practice with an affiliated ASC (ambulatory surgical center) in Virginia, specializes in colorectal surgery, digestive tract surgery, GI unit services (i.e., colonoscopy, EGD – upper endoscopy, ERCP (endoscopic retrograde), and flexible sigmoidoscopy).

The practice struggled to accelerate revenue growth from their existing revenue of \$4 Million annually, and was dissatisfied with the inefficiency of their previous billing vendor, particularly in its ability to handle the nuances of the professional services billing versus the ASC, and the heavy administrative burden that obtaining prior authorizations in-house left on their group. The practice sought out Genesis RCM in late 2015 with an assurance to increase collection, bring account receivables back under control, and outsource the precertification process.

Genesis's RCM division did an evaluation on the health of the client's account and assured a 15% - 20% increase in the monthly collections.

### The Outcomes

The major objective for Genesis was to reduce the practice's high-end costs and improve their gross and net collections with effective RCM Billing experts and proprietary analytics tools. With no considerable increase in the number of patients that the doctors saw in that year, the Genesis RCM team was able to realize a significant ROI for the Client:



**Collections  
increased  
by 27%**



**A/R Reduced  
to 34 Days**



**Clean Claims  
Improved to  
99%**

★ Nearly \$95,000  
increase in monthly  
collections

★ Average A/R reduced  
by more than 10 days

It's a good time  
to thrive.