

# Success Story

## Radiology

### The Challenge

Our client, a multi-clinician radiology group in the Southeastern US, struggled to optimize billing practices across a wide payer mix, including a significant volume of non-contracted cases - more than a third of its overall business.

Coupled with the high Out of Network (OON) volume, the clinicians noted difficulties with unmanaged denials and a poor AR follow-up, with resulted in more than 20% of claims resulting in denials and left more than a quarter of their AR over 120 days outstanding.

Genesis was engaged the correct course for the practice by creating business processes to help better manage claim submission and payment follow-up, denial handling and in particular, to create a workflow that would optimize OON claim processing.

### The Outcomes

Using proprietary data analytics and business process models, Genesis not only helped the client recover 100% of the billed charges or maximum UCR from payer on adjusted OON claims, but reduced AR Days by nearly 20% and cut both denials and 120+ AR Payments in half.

The practice ultimately saw monthly collections increase from an average of \$375k to nearly \$450k in just 6 months, with no change in patient or visit volumes.

★ Nearly \$75,000  
increase in monthly  
collections

★ 100% of Out of  
Network billed  
charged recovered

It's a good time  
to thrive.

