

Prime Receivables

Committed to Centricity[®] Group Management
(formerly IDX Groupcast) as its Partner Today,
as well as in the Future



Organizational overview

Company profile

- Clients: 500 physician groups
- States: 9
- Practice Type: Emergency Medicine

Situation

Prime Receivables is one of the largest billing operations specializing in Emergency Medicine (EM) in the United States. Prime Receivables is headquartered in Brecksville, Ohio, and provides facility coding, and professional fee coding and billing services to clients in seven states.

Partnership

- Current system lacked ability to grow with the practice
- Inadequate reporting capabilities
- Lack of PACS interface

Business solution

Founded in the early 1990s, Prime Receivables quickly grew into the one of the nation's largest EM billing services. Deborah Naegle, Prime Receivables' Vice President of Operations, says much of the credit for the organization's success is due to Centricity Group Management, which Prime Receivables has used from day one of its operations. Not only has GE Healthcare been a key partner throughout Prime Receivables' existence, it remains integral to the organization's future. When Prime Receivables prospects for new clients, a key selling point is their reliance on Centricity Group Management's stable, proven platform. Potential clients quickly learn that Prime Receivables is a credible solution, in large part, because of the Centricity technology it uses, Naegle says.

Centricity Group Management is a system in which you can "adapt the software to your business," Naegle says. Calling other systems with which she has worked "turnkey systems," Naegle says she appreciates that Centricity Group Management provides the "capabilities, options and tools to adapt to your business needs – now and as they change."

Centricity Group Management has proven invaluable when Prime Receivables brings new clients onboard. Naegle describes the integration of these new clients into Centricity Group Management as "effortless," which is why she calls it the "Cadillac" of billing systems.

Case history

Workflow – business process improvement

One of the significant tools that Centricity Group Management has delivered to Prime Receivables is Centricity Electronic Data Interchange Services, a solution that Prime Receivables installed in the fall of 2004.

Centricity Electronic Data Interchange Services (EDI Services) have helped Prime Receivables get a handle on one of the most troublesome aspects of EM billing: errors in patient registration. Before obtaining Centricity EDI Services, Prime Receivables found that registration errors were difficult and time-consuming to track down. Worse, the problems led to misunderstandings and finger-pointing between Prime Receivables' clients, clients' hospital registration staff and Prime Receivables' staff. Now, Centricity EDI Services provides real data and real solutions, Naegle says.

Prime Receivables uses the edit data fed by Centricity EDI Services to quantify errors, attach values to those errors, and quickly summarize that information for its client groups. As a result, valuable staff and client time is no longer spent identifying and blaming various parties for registration problems. Using Centricity EDI Services, Prime Receivables and its clients can concentrate on improvements based on real data. Naegle says Centricity EDI Services has proven so effective in facilitating performance improvements that the hospitals in which Prime Receivables' EM clients practice are clamoring for the data to identify trends within their businesses and improve their own processes.

Customer satisfaction

Centricity EDI Services has improved Prime Receivables' client relations in other ways. Naegle's management team is no longer challenged to quantify dollars and volumes when discussing claims errors and denials. Thanks to Centricity EDI Services, Naegle and her team can base their discussions with clients and trouble-shooting efforts on facts.

Centricity EDI Services also helps Prime Receivables handle claims faster for its clients. "As an obvious result of the claims getting to payers faster and cleaner, our cash for clients has increased," Naegle says. "I would not say that we are getting paid more but rather faster."

Cash flow and receivables management improvement

Its ongoing partnership with GE Healthcare is bringing other benefits to Prime Receivables: Naegle credits Centricity Group Management for improving Prime Receivables' cash flow and reducing its receivables – all without the need to add more staff.

In its first month with Centricity EDI Services, Prime Receivables realized a payment rate of 92% for its Blue Shield claims. That compares with payment rates as low as 28% on average through another clearinghouse that Prime Receivables used.

Management by criteria

The complexity of billing can be overwhelming so Prime Receivables' management team relies on "management by criteria" to always "keep an eye on the ball," Naegle says. Centricity Group Management provides the ideal solution to put this management approach into practice and make it work.

First, Prime Receivables places client accounts in categories. Then, management develops protocols by which staff will handle each category of accounts.

To determine the categories for patient balances, Prime Receivables uses several buckets provided by the collection tools such as:

- Bad Address
- Pre-Collection
- Collection
- Repeat Collection (the account has been sent to collection more than once)
- Risk Management
- Manager Review
- Deceased
- Self Pay
- Homeless
- Budget Plans

When the electronic demographic files that Prime Receivables receives from its clients' hospitals are loaded into the Centricity Group Management system, the records are placed automatically into one of the Collection categories. "Accounts will automatically enter the queue, and if appropriate, will automatically be sent to collection with the next agency drop," Naegle says.

An example of how this process can save time and reduce unnecessary rework would be when an indigent patient is also homeless. If "homeless" is entered in the address field, the file automatically goes into the system's "Homeless" queue and no statement is generated. Nagel explains, "then the account is sent to collection with the next drop. This creates a cost savings as no statement is produced and an opportunity savings as no employee ever has to touch or review that account."

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Deborah Naegle,
VP of Operations

Centricity Group Management gives Prime Receivables the support it needs to pursue its philosophy of managing by criteria in other ways. Centricity EDI Services sends automatic email alerts for claim batches that have low adjudication rates. Although Prime Receivables monitors claims internally, Naegle is pleased that a partner like GE Healthcare is looking out for Prime Receivables' bottom line.

Future

Centricity Group Management does more than just send emails about failed batches. If one of Prime Receivables' staff has a question, GE support and account management staffs are quick to respond, Naegle says. Not only does GE Healthcare provide input, the company facilitates networking with other Centricity Group Management clients for Naegle and her management team. Naegle enjoys networking with other Centricity Group Management clients because she often finds a solution and does not have to "reinvent the wheel."

Naegle also finds that standard utilization of Centricity Group Management, combined with expanded training and communication for employees have helped increase Prime Receivables' business performance. As a result, Prime Receivables is committed to Centricity Group Management as its business partner today, and well into the future.

Immediate Performance Advancements with Centricity EDI Services

	AR Days for EM Groups	Percent of A/R over 180 Days
Pre Centricity	62-101	8.63%
Post Centricity	53-72	6.48%
Percent Improvement	17-40%	33.18%
National Emergency	90	Unknown

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Healthcare Re-imagined

GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world discover new ways to predict, diagnose and treat disease earlier. We call this model of care “Early Health.” The goal: to help clinicians detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine.

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