

# Success Story

## Plastic Surgery

### The Challenge

Our client, a multi-provider Urology group in North Carolina, provides advanced Fertility, Vasectomy, Robotic Surgery, and Urologic Cancer care. The practice peaked shy of \$6 million in revenue, and struggled for over 12 months to break that ceiling with another billing partner, only to see their collections ultimately decrease due to workflow inefficiencies with their vendor.

Genesis was engaged with the goal to reverse the negative trend in both revenues and Account Receivables with an assurance to increase collection and decrease their Account Receivables. Key considerations for the client included Genesis' experience and understanding of the urologic specialty and coding, transparency in communication and the use of internal data analytics to identify opportunities for workflow and revenue improvements.

### The Outcomes

The practice saw significant gains in their revenue collections under Genesis, increasing the top line over \$1million annually over the first 24 months of service, to over \$7 million with no considerable change to patient volumes or services - and reduced their 120+ receivables by close to 66%.

#### •120+ %:

1. Beginning of 2015: 45%.
2. End of March 2017: 16%.

FINANCIAL AGING



#### •COLLECTIONS:

1. 2015: Average monthly Collections was \$480,000.
2. 2017: Average monthly Collections was \$585,600

TOTAL COLLECTIONS



#### •AR DAYS:

1. 2015: 54 Days on an Average
2. 2017: 37 Days on an Average

AR DAYS



★ Average monthly collections up 22% with no significant workflow change

★ Average A/R reduced by over 2 weeks

It's a good time to thrive.

Clean Claims  
at 99%



A/R Days  
at 37 Days



Collections  
Increased 22%



There are a lot of RCM companies that promise a lot of things.

We'll guarantee it.

## Introducing: Genesis10

Fact: You've heard from at least a handful of billing companies that they can save you money, or even find you new revenue. Less likely? That they've **guaranteed** that service promise in writing.

With the Genesis10 RCM Program, we guarantee at least a 10% increase in collections, or we'll cover your monthly invoice in full, until we reach the goal.\* In fact, many Genesis clients have recognized upwards of an 18% increase!

Proprietary analytic tools and reports help to identify areas for improvement and existing financial strengths to build on. Experienced, dedicated reimbursement and denial specialists manage each stage of the revenue cycle, speeding submissions, shortening turnaround times on payments, and chasing down receivables. All while freeing your staff to deliver the best experience for your patients.

With everything to gain, and nothing to lose, what would at least 10% more in collections mean for your practice?

Request your **FREE Revenue Cycle Analysis** to see if you qualify today: [www.genesisrcm.lpages.co/genesis10](http://www.genesisrcm.lpages.co/genesis10)

\*Promotion subject to modification or cancellation at Genesis' sole and absolute discretion. Additional terms, conditions and limitations apply. Inquire with a Genesis Representative today to learn more.



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