

A CASE STUDY:

## *MMP Stabilizes Billing Process, Establishes Trust and Builds Solvency for Revenue Success*

RADIOLOGY ASSOCIATES OF CANTON | CANTON, OHIO

### The Organization

**Established:** 1971

**CEO:** Syed Zaidi

**Group Size:** 27 physicians

**Procedures per Year:** 400,000

MMP billing client since 2009

### Challenges

Radiology Associates of Canton (RAC) sought a dependable team of radiology billing experts to stabilize its processes, provide meaningful strategic information, effectively communicate with shareholders in order to increase confidence in decision making, and improve revenue streams. Two major challenges were present before Medical Management Professionals, Inc. (MMP) partnered with RAC:

- 1. Lack of Trust:** RAC's previous billing company struggled with providing viable financial and collections information to practice leaders and its board members. Due to varying billing methodologies across the practice's five locations, there were gaps in communication paired with an inability to pull all data together for strategic planning purposes. This created a sense of distrust for practice leaders and their internal staff of physicians because they did not have a picture of the practice's financial roadmap. Practice leadership also lacked confidence in the prior billing company's ability to perform its duties timely and accurately.
- 2. Instability:** The practice had five separate physical service locations with each having a different freestanding database, which in turn generated discontinuity in front-end coding and denial management. On the back-end, each physical service location had different lockboxes. There were National Provider Identification (NPI) number disparities that needed to be worked through by MMP. The practice also lacked thorough reporting that offered a consolidated month-to-month view of its financial snapshot. The bottom line: the practice's billing needs were not being met, and it was possibly losing revenue.

### Results

After RAC selected a new practice administrator, the next step was to select a trustworthy revenue cycle partner. MMP was chosen due to its expert team of billing professionals and a local billing office in close proximity to the practice. MMP immediately addressed the practice's existing issues with three very tangible solutions:

- 1. Establish Trust:** Unlike the relationship the practice had with its previous vendor, MMP began to consistently and openly communicate all practice financials with Tammy Moorehead, the new practice administrator. MMP conducted bi-weekly meetings with

"RAC can now preemptively impact its own revenue and determine trends for financial growth across four sites. This is due to MMP's close collaboration and efforts to secure the practice's data and billing pieces. With new levels of communication and credibility, our practice can move forward with poised decision making for revenue growth."

~ Tammy Moorehead,  
Practice Administrator

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administration and physician staff through the transition process, and it was also able to replenish some of the practice's revenue loss by gathering and sharing medical necessity denial claims previously hidden from the practice.

- 2. Stabilize:** MMP took steps to consolidate the five databases, one for each practice site. First, a single lockbox was set up by the practice to establish consistency in collections and in turn give the practice greater levels of satisfaction and comfort because of the minimized risk. Next, MMP contacted all carriers, changed the "remit to" address to one lockbox, consolidated NPIs under one practice account, and updated electronic information for government payors to ensure no disruption in cash flow. New reporting methods were also established to showcase financials in one consolidated format. In an effort to proactively affect trends on the front-end, the practice was given its data and information to manage daily so that it no longer operated reactively.
- 3. Increase Revenue:** MMP analyzed the practice's profit and loss data for each of the five separate locations. From a billing perspective, due to improved revenue cycle information, MMP discovered one location was not profitable. Because of this, the practice stopped providing professional services in an effort to boost its financial health.



For additional information, or to receive a proposal,  
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