

A CASE STUDY:

*Rochester Radiology, PC Gets Smooth Billing Transition with Veteran Expertise and Unmatched Personal Service*

ROCHESTER RADIOLOGY | ROCHESTER, MICHIGAN

**The Organization****President and CEO:** Rene Loreda, MD**Practice Treasurer:** Judi M. Bender, MD**Group Size:** 9 physicians**Cases per Year:** 125,000**MMP billing client since 2010****Experience Expedites a Smooth Transition**

Faced with transitioning Rochester Radiology, PC (Rochester) from a competing billing firm, Medical Management Professionals, Inc. (MMP's) assigned billing team first established relationships with practice personnel and obtained the necessary and basic information to build the group's files, including tax ID numbers, fees per procedure, providers and referring doctors. MMP noticed that Rochester's previous vendor had the hospital fax over all data, and therefore MMP set up electronic files from the hospital to ensure no data was lost. Unlike the previous vendor, MMP also began reporting for PQRS in order to qualify the group for a 2 percent bonus from Medicare. The group's physicians were eager for feedback on coding and dictation. MMP supplied the information via meetings or teleconferences for the group to optimize billing and ensure compliant billing. In summation, MMP's team of veteran experts needed to meet the following goals to guarantee a seamless transition:

- › Establish Rochester's database in MMP's system
- › Satisfy practice and/or hospital system interface requirements
- › Review and perform any credentialing needs
- › Evaluate compliance needs for new billing parameters
- › Customize billing parameters and cycles to meet Rochester's need
- › Keep Rochester's radiologists up to day about coding and compliance
- › Keep the group informed throughout the process

Because these goals were met there were no major decreases, and cash flow remained constant throughout the transition and beyond it. According to Judi M. Bender, MD and practice treasurer, "our assigned billing expert was in constant contact with our former biller, the insurance companies and banks to ensure a smooth transition. We did not see any major dips in our monthly income."

**Personal Attention New to Rochester**

While a billing company might possess veterans with a wealth of billing knowledge, without strict personal attention to clients and their diverse needs, it is missing something. MMP maintained around-the-clock contact with the group's Treasurer, Judi M. Bender, MD through phone and email, with rapid responses to questions and expedited information. In-person

"We were eager to work with a conscientious and well informed company that could assist us with our finances in the ever-changing world of health care. MMP has my highest recommendation because they kept me informed and stayed on top of minor snags to ensure a smooth transition."

Judi M. Bender, MD,  
Practice Treasurer

# RADIOLOGY CASE STUDY

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meetings were also kept regularly as a way to discuss money-saving ideas, problem-solving resources and strategies on billing issues. MMP's well-informed coders also reached out to the group in an effort to maintain appropriate dictation when coding requirements changed.



For additional information, or to receive a proposal,  
please call **1.866.310.4600** or email  
**[radiology@cbizmmp.com](mailto:radiology@cbizmmp.com)**

Medical Management Professionals, Inc. (MMP) was founded in 1993 and is a leading provider of billing and practice management services to radiology groups and imaging centers. MMP's flexible solutions range from billing-only services to full-practice management services. For more information about MMP, visit [www.cbizmmp.com](http://www.cbizmmp.com).