

# Ohio-based HME doubles in size through confidence and cash flow

### Challenge

Aeratech Medical Owner and President Roy Neely wanted to stay in the HME business and make a strong impact on the market but was concerned that billing issues were distracting the business from their priority of patient care.

### Solution

Since 2007, his business has relied on Brightree's cloud-based business management software, adding Revenue Cycle Management billing and collections services in 2011 to help take the company's revenues from \$3.8 million to \$8 million.

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**Roy Neely**  
*owner and president of Aeratech*

When Roy Neely first began evaluating Brightree in 2007 for cloud-based business management software, his HME business was running on a DOS system. He was looking for modern but what he has gained over the years is a whole lot more.

“We wanted a system that was easy to convert over to and extremely user-friendly for our staff members to operate,” Neely recalls. “We knew we were going to continually evolve and needed a system that could grow with us. And what really sold us on Brightree was they always had both our short-term and long-term needs at the forefront.”

After gaining confidence and stability from using the system for his 18 respiratory therapists, Neely turned again to Brightree for billing and collection services in 2011. At that time, Aeratech was using an outsourced billing company.

“As an owner of a company, if I’m going to outsource something then I don’t want to have to spend a lot of time managing it. With Brightree’s Revenue Cycle Management Services, I know they’re the experts in the field, and they’ve got the billing side and the collection side covered. That gives me the ability to use my energies in other areas to grow the company.”



Neely loves the fact that by using Brightree software and Brightree billing he has the exact same reports to analyze and make good decisions on. And he relies on his Brightree customer experience director to determine how to fix what's not working.

"Our customer experience director is a 10 out of 10 all the way," asserts Neely. "She's our team leader, at times the coach, at times the cheerleader, and at times the star quarterback. Overall, RCM is great to communicate with, and I know that we have the same goal in mind and that's determining the best way to collect our money."

One area of focus has been the labor-intensive area of days sales outstanding, which Neely reports has greatly improved with Brightree. He admits that working on-hold orders daily is crucial but can be difficult because the rules are constantly changing. With Brightree, however, he says the claims are built correctly the first time, eliminating the need for repeat work. "Having experts to dissect this process on a daily basis to determine how we can get our money faster is priceless," Neely states.

**Not only is Aeratech collecting at a far faster pace than before Brightree, they're collecting more, too. In fact, billing has increased from \$338K per month to \$661K, payments have increased from \$240K per month to \$496K, and claims on hold have dropped by 47%. And despite business more than doubling, total AR aging has only increased by 37% as a result of much faster collections.**

After seeing doubling in growth, size, revenue, payments and staff for his business, Neely says it has shown to him that the direction he chose was right on target. And he's confident that Brightree will continue to do a phenomenal job with billing and collections so that he can focus on his core business.

"It comes down to the people," Neely explains. "I'm a respiratory therapist. I wanted my career to be patient-focused doing clinical work. That's why we started the company. I didn't start the company so that I could spend my days and nights working the on-hold report, or billing, or arguing with insurance for payment for services I've already rendered. You need a company like Brightree to help you on the back end, so you can achieve your goals on the front end."

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**Roy Neely**  
owner and president of Aeratech



## Results

Relying on experts in billing and collections has paid off in big ways for Aeratech.



Doubled  
monthly billing  
**\$338K to \$661K**



More than doubled  
monthly payments  
**\$240K to \$496K**



Reduced claims  
on hold by  
**47%**