Hometown Medical Empowers Staff and Grows Their Business with Brightree Revenue Cycle Management (RCM)

Streamlined operations, great team morale and free time to an owner can be as significant as an increase to cash flow and profit in terms of benefits.

When you have been in business for 15 years and have grown to be one of the largest medical equipment providers in Mississippi, outstanding payments from insurance providers can quickly mount up and cause significant issues with your cash flow. Without having one cohesive plan with best business practices in place, the business owners and staff can find themselves in a reactive mode chasing after payments. That was one challenge faced by David Hosemann, President and CEO of Hometown Medical.

Hosemann was spending much of his time in the business instead of leading the business. He realized his staff needed one playbook where everyone worked together to meet the company’s short and long term goals that covered best business practices for billing and collecting payments. By streamlining operations with Brightree’s Revenue Cycle Management (RCM), Hosemann realized a significant improvement in cash flow allowing him to focus on leadership and future growth.

Hosemann offered, “Cash flow is king in any DME business. That has been helped with Brightree’s RCM. We also expanded our in-house team and insurance collections arm by outsourcing this part of our business to Brightree’s RCM. It’s allowed us to focus more on growing the business and taking care of the customer.”
“Our month-end reports indicated we had not been achieving our objectives and really reflected that our team wasn’t all pulling in the same direction. We weren’t getting where we needed as a company with our A/R. We worked hard but it didn’t seem like we were making the progress we needed to make as a team. I was spending too much of my time collecting from insurance carriers. I looked for a partner that could help us and selected Brightree. We added RCM automation and training for our employees to have our back and put processes to work for us.” Hosemann said.

Breakthrough with Brightree Revenue Cycle Management (RCM)

Hosemann partnered with Brightree RCM to help streamline, automate and elevate his internal operations. One of the primary reasons for Hosemann’s decision was to empower his staff with the processes they need to be successful in their jobs and free up his time so he could focus on growing the business.

The Brightree Revenue Cycle Management (RCM) Billing Solution is a powerful combination of automation, best business practices and Brightree’s services comprised of best practice consulting and insurance billing and collections.

Faster and Streamlined A/R Collections

Hosemann offered, “RCM did that for us. We adopted the processes and it made a difference. There was instant improvement in our numbers and in 30-60 days we were able to turn around old money. More importantly, it tied in our employees with RCM where they now work in unison to bring in better collections. I noticed our employees were able to communicate better using the same terms and language. We now all work together toward the same goals for the business including being paid for the great services we provide.”

“Now, I look forward to end of month reports. Not just because we are now growing, but because we are knocking off A/R, DSO and those things we need to address to stay in business. This allows me to take on more of the leadership role in projecting where we want to go.”
Defined Business Best Practices and Processes

Hosemann explained, “Brightree brings implementation and learning best practices to the table. The automation helps everyone know their role, communicate better and work toward a common goal for the health of the business. Nobody in our business these days can say they are going to handle bills, payables and receivables one day a month. There has to be daily interaction, roles, expectations. Once we defined ourselves as it pertained to our cash flow management, I could focus again on running the company knowing my employees were working on the same page with me.”

“In this business, you have to have more than just the A-team. Your A-team also has to have the tools they need to be successful in their jobs.”

More Revenue, Happy Owners and Employees

Hosemann offered, “Our cash flow has improved tremendously. It’s not because of RCM only. It’s also because of implementing defined roles, better A/R and better cash flow. Everything isn’t perfect, but the buy in from our people to know that they are being monitored now creates accountability with our employees and keeps them working hard on our company goals.”

“When I look at my score card at the end of the month, my DSO is much improved. This is a direct reflection on our cash receipts. With RCM’s help, I haven’t had to worry near as much about cash flow. It’s not perfect, but it has been so much improved since implementation of RCM. I no longer have to monitor it continuously. Because we now work from a plan with priorities and understand how claims and invoices are related. Our money is working for us instead of our spending time chasing it down. By partnering with RCM we have the processes in place we need to succeed now.”

The Hosemann’s and their team implemented best business practices through consulting services with Brightree’s Revenue Cycle Management (RCM) solution, and spent years mastering those processes. As a result, Hosemann and his company experienced improvements in their business operations as significant as the
improvements to their financial report card. Most notable, Hosemann has been able to spend more time as the Company’s president leading a happy team and growing the business.

Hosemann concluded, “This is a tough, tough business. It is a good business and my life’s work of 40 years. I tell some of the young guys in the business who say, ‘I don’t know whether I can do it.’ You better do it. Get support. A lot of folks don’t think they can afford RCM, but the truth is they can’t afford not to have it. If you are stuck, that’s your sign you need it.”

Today, an estimated 60% of all HME/DME providers partner with Brightree. This depth of experience working with over 2,200 companies like Hometown Medical has positioned Brightree to provide best business practices as well as automated solutions that solve financial and operational challenges specifically to keep HME/DME businesses healthy, competitive and growing.

ABOUT HOMETOWN MEDICAL

Hometown Medical was founded in 2002 by David and Connie Hosemann and is based out of Vicksburg, Mississippi. Hometown Medical offers a full line of home medical equipment and services for care givers and their patients. Dedicated to quality care and services, the Hosemann’s have built a successful company expanding to two office locations to serve the Flowood and Vicksburg areas. Hometown Medical’s offerings aid in sleep disorders, respiratory needs and mobility to improve the health, safety and independence for patients.

To learn more about how Brightree HME can help you optimize your billing processes, drive new revenue and increase patient collections, request a demo today at www.brightree.com or contact us by email at info@brightree.com or call 1 888 598 7797.