Revenue cycle automation:
Rest easy with 4 profit-building remedies

Revenue Cycle Management

brightree ®

Wake up to a
brighter revenue cycle

Even the most seasoned HME/DME providers can lose sleep over today's uncertain climate of rising regulations, declining reimbursements, and insurance deductibles in a state of flux. Add in escalating accounts receivable (AR), exploding overhead costs, and constant staffing issues, and it's no wonder there's a collective concern over finding better ways to manage your revenue cycle so you can get back to the business of patients.

The answer is confidence.

With the right technology and simplified processes, you can wake up your revenue cycle and start expecting consistent and predictable cash flow, cleaner claims processing, and faster follow-up on aging AR.

Rest easy with these 4 revenue cycle remedies:

1. Clean intake
2. Revive your resupply
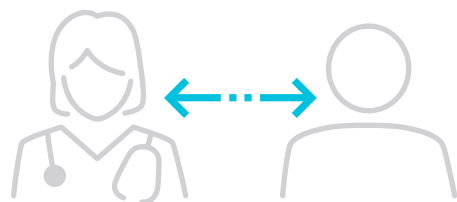3. Boost billing
4. Automate collections

1 Clean intake

There's arguably no more crucial step in the revenue cycle than patient intake. That's because timely reimbursement starts with accurate patient setup. Any inefficiencies in the process open the door for errors and delays that reduce your ability to collect.

But keeping up to date on constantly changing regulatory requirements for the products that you sell, verifying insurance and following up on CMNs and PARs can create a great burden to your staff, especially when you want them to be focused instead on great patient care.

If you're ready for more successful outcomes, it's time to consider a service that ensures patient orders are setup correctly the first time.

Revenue Cycle Automation

Brightree's Patient Intake Management Service:
- Provides superior product qualification
- Streamlines patient and order entry
- Processes claims correctly the first time
- Guarantees your business is audit ready

We reduce the heavy load of patient intake, so you and your staff can rest easy knowing that patients are getting what they need.

"Our business was impacted by a severe storm, where we suffered substantial damage to our main office and computers. By keeping our faxes and intake services running, Brightree RCM allowed us to operate like business as usual."

— **David Gould**, CEO
Gould's Discount Medical

2 Revive your resupply

Resupply order processing can weigh on your mind. In theory, lots of resupply orders sounds like a good thing for your business, until your staff is bogged down with high volume, excessive paper chasing or QA. At that point, you know that not only your business but your patients can suffer.

If you're having a hard time finding the time for resupply orders — including holding back from calling all your patients — consider a proven solution that gets all orders out the door faster and at a lower cost.

78% of PAP resupply misses the mark with Medicare compliance.

You don't have to be a statistic. Brightree Resupply Intake Management service obtains the proper documentation for you.

Revenue Cycle Automation

With Brightree, we help carry the load for you. Our ConnectPRO Order Intake:

- Verifies insurance eligibility
- Reviews, obtains and processes all required documentation for accuracy and completeness
- Updates patients and referral sources on delivery status
- Performs quality assurance on orders
- Prepares orders for shipment
- Contacts patients for co-pay

By lifting the resupply order processing burden off of your staff, orders get delivered faster than ever, your patients are happier and cleaner claims means fewer denials and quicker reimbursement. You stay focused on patients rather than paperwork and that goes a long way toward some shut-eye at night.

3 Boost billing

When it comes to insurance billing, staffing challenges and lack of automation can lead to high denial rates that interrupt your cash flow. The road to cleaner – and worry-free – claims processing begins with understanding the nuts and bolts of ever-changing billing processes and using a software platform that can deliver on that expertise.

If you're tired of costly mistakes and training expenses and overwhelmed by trying to manage overstaffing, attrition, and recruiting and retaining the right talent, consider outsourcing your back-end processes.

"Cash flow is king in any DME business. That has been helped with Brightree's RCM. We also expanded our in-house and insurance collections arm by outsourcing this part of our business to Brightree's RCM. It has allowed us to focus more on growing the business and taking care of our patients."

— **David Hosemann**
Hometown Medical

RCM service bills approximately **$500 million** in annual provider revenue for our clients.

15% average increase in Net Revenue Collection Ratio

Revenue Cycle Automation

We bring expertise in billing processes and software platforms and eliminate the need to recruit, train or worry about staffing challenges such as employees out during crucial billing times. Instead, you'll be able to:

- Improve billing processes
- Reduce overhead costs
- Maintain a steady cash flow
- Shift time and resources to patient-facing side of the business

With automation and a team of expert resources, we provide peace of mind that you're collecting the cash you're owed and that patients are receiving the attention they deserve.

The road to cleaner claims processing begins with understanding the nuts and bolts of ever-changing billing processes.

4 Automate collections

When it comes to patient collections, gone are the days of sending bills, waiting for patients to decide when to pay, and, worse yet, chasing them down or moving them to a collections agency. This traditional approach typically results in interruptions to your cash flow with tens of thousands of dollars tied up in aging AR.

We've taken a different approach by blurring the lines between patient billing and collections. We've identified all of the primary reasons patients don't pay and then developed automation tools to solve each and every one of them. In fact, we provide the industry's only all-in-one complete solution with targeted tools to get providers paid faster, improve efficiency, and allow staff to concentrate on higher payment activities.

"As DME providers continue to see reimbursements decline and more of the payment responsibility shifting to the customer, AutoPAY has enabled us to capture private pay AR faster with a more secure form of payment versus invoicing our clients!"

— **Gordon Worley**, COO
J&L Medical Services

With solutions that allow collecting payment on the frontend rather than the backend of your revenue cycle, you're able to increase your profitability.

AR Dashboard: By interfacing with all major HME billing systems and automatically generating patient billing correspondence based on your needs, the AR Dashboard gives you an easy way to watch your AR disappear.

AutoPAY: Rather than waiting for invoices to be paid, AutoPAY ensures that payments are on time, every time. Patients receive an alert before the invoice is due and are then automatically charged on their preferred method of payment.

GetPaid HME: The app allows you to deliver and collect. By accepting payments in the field, at the point of delivery or at the time of service, you get paid faster.

Lockbox: Cut hours – or days – out of your collections process by automating your manual AR posting with Lockbox.

Patient Financial Services: Protect your patient relationships and save money with knowledgeable agents who resolve patient payment issues.

With tools that move collecting payment to the frontend rather than the backend of your revenue cycle – and others that handle any remaining AR – you're able to increase your profitability with fewer steps, and much less worry.

You focus on your patients. We focus on the rest.

When you say goodbye to the challenges of trying to maintain a profitable business like cash flow interruptions, AR backlog, staffing issues, and lack of automation, you're able to return your focus where it belongs: patient care.

As the industry's leading billing and business management solution for HME providers, we have the services' expertise to help you do just that. Our customers feel confident knowing that cash flow is consistent and predictable, insurance claims are clean, patient payments are fast, and aging AR is vanishing.

We manage every step of the revenue cycle process from intake management to billing and collections – and all of the associated issues that weigh heavily on your mind – so you can not only adapt to market conditions but boost your profitability, gain a competitive edge, and then go ahead – get some shut-eye.

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For more information or to request a demo, please visit **www.brightree.com** or call us at **1.888.598.7797**.