

Brightree Case Study



ProvidaCare Medical Supply Deploys Brightree® to Build Thriving Business

Company Snapshot

- Founded in 2005
- \$9 million in annual revenue
- 53 employees; eight locations in Texas and Minnesota
- Manages 6,000 patients per month
- 65% of claims are Medicare related

Business Challenges

- Expansion to markets outside of core region
- Management of centralized workflow with decentralized workforce
- High percentage of write-offs
- Heavy focus on time-consuming billing procedures

Business Results

- Increased revenue from \$1.5M to \$9M
- Reduced write-offs from 25% to 8%
- Improved collections to 92%
- Reduced DSO by 20%
- Grew from two to eight locations

Brightree Solutions

- Core business management solution
- Billing Services
- Electronic Fax
- Commercial eClaims
- Commercial Eligibility
- Reimbursement Management
- Document Imaging
- Brightree Interactive Voice

Brightree Platform's Advanced Reporting and Centralized Workflows Support Provider's Growth Strategy

ProvidaCare Medical Supply offers oxygen, CPAP/BiPAP devices, hospital beds, wheelchairs, and ambulatory aids to 6,000 patients a month in Texas and Minnesota. The company opened its doors in 2006 and has since grown to \$9 million in revenue annually.

The company's founders selected Brightree based on its SaaS-based platform, advanced automation, and robust reporting functionality. Focused on an aggressive growth plan, they recognized that Brightree's online system would scale rapidly across diverse geographic regions and support best practices for a centralized workflow with a decentralized workforce.

"We did our research thoroughly and looked at different software solutions," said Ryan Bennett, president of ProvidaCare. "Brightree exceeded our expectations. The web-based model allows us to expand the business, ease of use enables us to optimize staffing, and strong reporting capabilities help us quickly spot and address challenges."

Intuitive, Automated Solution Enables Streamlined Front- and Back-End Operations

Brightree's platform enables ProvidaCare to run the kind of efficient operation it envisioned when it first opened its doors. Specialized workflows guide ProvidaCare's staff through quick, automated steps to complete essential processes from beginning to end.

"Brightree's solutions are very user-friendly," said Bennett. "Implementing best practices as standard processes is easy with Brightree's tasks and alerts, which drive staff to respond quickly and accurately to steps that need attention. Tasks and alerts help us respond in real time so that we don't rely on reports days or weeks after we need to act."

ProvidaCare also takes advantage of Brightree's regular, major releases and extended software solutions to enable money-saving functionality.

Batch eligibility for Medicare and commercial insurers enables ProvidaCare to automatically verify eligibility for patients who have recurring monthly invoices as part of a completely integrated workflow.

"Before using this capability, we would experience a break in the revenue cycle due to shipping ineligible inventory and the associated write-offs," said Bennett. "Batch eligibility eliminates many denials and reimbursement issues."





ProvidaCare uses Brightree's Document Imaging and Electronic Fax solutions to store and communicate documentation electronically. "This helps us respond to our average 3-5 prepay audits per week," says Bennett. "It makes it easier to collect the documentation on the front end, and is much less time consuming when you have to go back 18 months."

ProvidaCare has also implemented Brightree Interactive Voice, an integrated software solution they will use to cost-effectively contact their sleep apnea patients for re-supply orders. At current staffing levels, the company cannot contact all eligible patients. "We know we have to leverage technology to continue to grow our sleep management program," says Bennett. "Brightree Interactive Voice will enable us to scale the business, improve profitability, and document compliance with a high level of consistency and quality."

This year, ProvidaCare outsourced much of its billing to Brightree Billing Services so the team could focus more on meeting patients' needs, growing sales, and improving operations. "The idea that we were in business to care for patients - not to be expert billers - has stuck with me since we started the business. The hesitation we had was whether we were going to see any disruption in collections. Months later, we've seen no hiccups."

"These reports immediately helped us better manage our revenue cycle and inventory and also reduce the percentage of uncollected bills", says Bennett. "We went from having 25 percent write offs to about eight percent. Brightree's robust reporting tools help us continually refine our processes."

Greater Insight, Visibility Provides Impressive Results

While Bennett admits it can be a geographic challenge to have operations at opposite ends of the country, access to a Brightree's single, real-time database and ad hoc reporting has enabled ProvidaCare to monitor performance on a timely basis and adjust their operations accordingly.

According to Bennett, "With the visibility we get from Brightree, our branches can manage their business daily while I can focus on outliers and trends. If we see an opportunity or a problem, we all have access to the same information in real time, and we work together to make sure we fix it."

Using Brightree's Business Scorecard, ProvidaCare has instant access to key performance indicators, which measure performance against goals and benchmarks. This level of detail enables ProvidaCare to quickly collect on its claims. The company has a days sales outstanding (DSO) of a remarkable 48 days – well below the industry average of 70 to 80 days.

Locating the Right Approach

While ProvidaCare started in larger markets in Texas, it has since expanded into small and mid-sized markets in Texas and Minnesota. This has allowed the company to build its business as part of a small community, while also diversifying locations with respect to Competitive Bidding markets. As ProvidaCare navigates the issues associated with Competitive Bidding, it sees two keys to success – one is the ability to deliver an efficient service and the other is to grow volume by attracting patients with added value that comes from helping manage chronic diseases and improving clinical outcomes.

ProvidaCare views Brightree as a strategic partner in either scenario of the competitive HME market. Brightree's workflows and advanced reporting help deliver cost-effective services and increased patient volumes. At the same time, new solutions, such as Brightree Interactive Voice, can increase revenue and also drive quality processes that provide insight into patient compliance and ultimately, improve clinical outcomes.

"Our needs have continually been addressed as we have grown," Bennett said. "Brightree is always on top of the latest trends and challenges. As Brightree further improves its solutions and introduces new ones, we expect it will continue to add tremendous value to improve our business."

For more information go to www.brightree.com

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