

## Emdeon Revenue Cycle Management Solutions: An Integrated System to Improve Efficiency and Cash Flow

An Emdeon Customer Success Story

### Clark & Daughtrey at a glance

#### Partner Company Name:

Clark and Daughtrey Medical Group, P.A.

#### Company Profile:

- Physician-based, outpatient services
- Seven locations
- 51 physicians
- 26 specialties
- 8,000 - 10,000 patients per month

#### Key Challenges:

- Antiquated, inefficient claims management
- High patient volume
- Need for proactive processes
- Minimal clean claims
- Reduction of work flow inefficiencies

Clark & Daughtrey Medical Group, P.A., headquartered in Lakeland, Florida, has been an anchor in the central Florida medical scene since 1949. With a staff of 350, including 51 doctors working at seven locations, Clark & Daughtrey is one of the largest practices in the area in addition to being one of the oldest. The group's multispecialty, outpatient care provides comprehensive services to anywhere between 8,000 to 10,000 patients each month.



***“When we saw the end-to-end solutions Emdeon offers, we did not look any further. I have been doing this for 25 years and when I saw the applications I wondered where Emdeon has been all of my life! What Emdeon offers specifically met our needs from a business perspective...it was like a marriage made in heaven.”***

**~ Noemi Rodriguez, Director of Business Operations, MBA, CPC**

### The challenge

Clark & Daughtrey's business operations had not been in step with the practice's progressive services, burgeoning size and constant demands. An antiquated, complex claims management application had proven to be a major hindrance; the solution was simply not meeting the provider's extensive needs. The system limited the number of claim edits, employed redundant formatting and did not support efficient workflow.



The staff was constantly following behind denied claims in an effort to piece together what key elements had been missed, rather than being on the front-end of payer changes. Additionally, their previous system wasn't intuitive or user-friendly, thus only one person on staff possessed enough training to use the application. An attempt to train multiple users in order to improve efficiency was unsuccessful as well leaving the staff to continue to reactively address denied claims. Likewise, the staff had no full picture view of their claims processes to fully understand issues at hand. Clearly, Clark & Daughtrey needed a new claims management solution to enable them to be aware of payer changes, proactively create clean claims and receive the most accurate, prompt compensation possible.

## The solution

In seeking a new partner for its claims management needs, Clark & Daughtrey's search began and ended with Emdeon Claim Master. Upon review of Claim Master, the Clark & Daughtrey team realized the capabilities were a "night and day" contrast to their previous vendor's application. Furthermore, after viewing Emdeon's end-to-end Revenue Cycle Management Solutions, Clark & Daughtrey immediately opted to expand to a full suite of products rounding out the functionality to nearly their entire business operations.

In addition to receiving one interface for managing claims from start to finish with connectivity to the largest health information network in the industry with Claim Master, Clark & Daughtrey also selected: Claim 360° to increase visibility of the claim lifecycle and receive trending analytics to proactively manage the claims management process; AccuPost to increase efficiency by automatically posting payments for virtually any Government and Commercial payer that provides electronic payment files; Payment Manager to increase visibility of remittance data and facilitate the electronic transfer of funds from payers to shorten the reimbursement cycle, dramatically reduce expenses and streamline workflow and ExpressBill Services to provide their patients with clear, concise statements that leverage existing financial data creating effective, timely patient communications. The team at Clark & Daughtrey, from

office staffers to the CFO, now has a range of intuitive, integrated Revenue Cycle Management Solutions that have improved overall workflows ensuring their business runs transparently, efficiently and profitably.

## Measurable results

The use of Emdeon's integrated suite of Revenue Cycle Management Solutions has transformed Clark & Daughtrey's business operations in many measurable ways. First and foremost, Claim Master and Claim 360° have been essential in cleaning up the claims process and improving cash flow; cleaner outgoing claims mean more prompt and accurate payments coming in. After only 90 days of project planning and system implementation, the Clark & Daughtrey team was able to learn the application quickly and hit the ground running, leading to improved departmental efficiency and better communication between the clinical and administrative sides of the practice. Notably, the application has also resulted in reduced AR days. Prior to partnering with Emdeon, AR days held at 140 plus. Within seven months after implementing Emdeon solutions, AR days were reduced to 86, with the goal of 40 - 45 days well in sight.

With more than several million in receipts each month, Clark & Daughtrey has also seen immense benefits in the use of AccuPost. The practice was able to eliminate two FTEs thanks to AccuPost's simple, accurate functionality. The work that once required three full-time employees now only requires one person, totally revamping the workflow for posting receipts. Because of Emdeon's proactive quality controls, Clark & Daughtrey is able to rely on Emdeon as a true business partner to address issues promptly without missing a beat.





Payment Manager also provided significant benefits to enable the reduction of support staff required to keep track of Explanations of Payments (EOPs). For Clark & Daughtrey, accessing the available EOPs electronically through Payment Manager instead of manually downloading and scanning these from each payer drastically improved efficiencies.

With the ever-growing trend of Consumer-Directed Health Plans (CDHP), Clark & Daughtrey found great success with ExpressBill Services as well. ExpressBill Services' concise, consumer friendly statements and real-time statement viewing archival capabilities have ultimately led to better patient relations. Customer Service staff is now able to view the statements for any patient who calls with questions and, because of the clear, concise format of the statements, the amount and frequency of patient inquiries are down significantly.

Across the board, Clark & Daughtrey's business operations are running more efficiently, the staff is working more proactively and the entire practice is enjoying enhanced

profitability thanks to Emdeon's integrated, intuitive suite of Revenue Cycle Management Solutions and partner support proving the investment certainly garnered measurable returns.

## **A model for continued success**

Clark & Daughtrey is poised for future growth with Emdeon solutions. Based on the success of their partnership with Emdeon to date, Clark & Daughtrey is already on track to incorporate additional Emdeon solutions including patient eligibility and benefits verification. All told, Clark & Daughtrey found a partner in Emdeon for customized, simple-to-implement Revenue Cycle Management Solutions that bring real returns, valuable well beyond the investments made.

*Interviewed for this case study: Noemi Rodriguez,  
Director of Business Operations, MBA, CPC*

***“What Emdeon offers is more than what I ever thought I could get in terms of a complete Revenue Cycle Management Solution package and has brought us a number of different efficiencies.”***

***~ Noemi Rodriguez, Director of Business Operations, MBA, CPC***



***Simplifying the Business of Healthcare***



## About Emdeon

Emdeon is the leading provider of integrated Revenue Cycle Management Solutions and Services that help hospitals and healthcare professionals optimize their cash flow management while reducing administrative costs. Emdeon has the most complete health information network of payers, partners, and resources in the industry. Our uniquely efficient services ***Simplify the Business of Healthcare*** to save our clients time and money so they can focus on what's most important their patients.



Emdeon is a leading provider of revenue and payment cycle solutions that connect payers, providers and patients to improve healthcare business processes.

To learn more about our company, our services and our commitment to improving healthcare, visit our website at [www.emdeon.com/solutions](http://www.emdeon.com/solutions).



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