



About The Customer

Great Lakes ENT

Great Lakes ENT is the premier Ear, Nose & Throat practice in Northern Michigan with offices in Petoskey, Gaylord, and Alpena. The practice specializes in the medical and surgical treatment of the ear, nose, & throat and related structure of the head and neck. Great Lakes ENT consists of 2 doctors, 1 Nurse Practitioner, and 3 Audiologist.

WEBSITE:

www.greatlakesent.com

CLOUD 9 SOLUTION:

Full Revenue Cycle Management

JOINED CLOUD 9:

January 2020



Challenge

As the new administrator of Great Lakes Ear Nose & Throat, Pam immediately identified there was a revenue problem. A year prior to Pam's arrival the practice had contracted for a new practice management system and had outsourced the billing to the same vendor. Upon her arrival Pam reviewed the financial situation and found significant problems.

Problems Discovered

- Days in AR were over 40.
 - Payments were flat even though charges and claims were rising.
 - 42% of her outstanding money was over 90 days old.
 - Payment posting was not being performed properly as the system showed thousands of claims that were not closed correctly.
 - Charges and payments were not being entered promptly.
- There was a significant lag time between services completed and data entered. This further added to the delays in revenue.
- The vendor had dozens of people working on the account, so experience and accountability were a major issue.

13.5%
Percentage
of AR over
90 days

Summary

The problem was bigger than Pam ever imagined, and she needed help. As an experienced administrator Pam always preferred in-house billing but knew the experience pool was limited and the mess was massive, so she sought help from Cloud 9 Medical Solutions who she knew from her years in the industry.

Solution

Great Lakes ENT looked to Cloud 9 Medical Solutions to take over their entire revenue cycle management processes for their practice. Cloud 9 assigned a seasoned lead biller to the account with years of experience in ENT billing, and on Greenway (their practice management system).



I was never a fan of outsourcing medical billing. I like to have control and know what's going on. Because of my situation I agreed to give Cloud 9 a chance to do our billing for one year. That was 2 years ago, and I wouldn't think of changing a thing.

Pamela Kalfayan

Practice Administrator

Great Lakes Ear Nose & Throat

Objective:

To improve the situation and ensure successful claim processing by establishing a good working relationship with the providers, the administrator, and the front desk staff at Great Lakes ENT.

Tasks:

- C9 billing team coordinated weekly status calls and typically talked with the practice daily to discuss specific visits.
- C9 management team conducted a weekly review of the account with the lead biller to discuss data trends and ensure all areas of the RCM process were in order.
- C9 sent monthly dashboard reports to the practice owners and administrator which provided greater visibility into the financial success of their business.

48%
Increase in
Payments

Results

After months of hard work to cleanup and catch-up Cloud 9 had the health of the practice in tip top shape. Today Great Lakes ENT is a model practice in the industry according to their accountant/consultant Mike Devries.

20

Current days
in AR

Achievements with Cloud 9

- Days in AR have been as low as 20 days.
- Now, only 13.5% of their outstanding money is over 90 days old.
- 45% increase in charges – more volume and new providers.
- 48% increase in payments.
- Charges and payments are entered within 24 hours to keep everything current.

A team of three key employees are assigned to manage and communicate with the account:

- Executive lead
- Revenue Cycle Manager
- Medical billing specialist



When working with or recommending a billing company to help my clients, I look for a company that views itself as a partner. Cloud 9 is such a company! They put the client's interest first in the service that they provide and do an outstanding job.

Mike DeVries
Shareholder
VanderLugt, Mulder,
DeVries & Elders