



OVERVIEW

A comprehensive behavioral healthcare company that incorporates Medication Assisted Treatment (MAT) for opioid use disorder identified the need to outsource their billing operations so they could focus on their mission and growing their outreach.

PROBLEM

An organization with a mission to promote safe and healthy communities by empowering individuals to reclaim their lives from opioid use disorder through a premier network of outpatient recovery centers, quickly realized there is a difference between a low-cost billing option and a true RCM partner. After outgrowing their original billing company, they reviewed several different vendors and ended up selecting the low-cost option. Shortly after this decision, their CFO started seeing significant knowledge and quality gaps. Even worse, claims weren't going out the door timely and the ones that were had issues and were impacting his cashflow. He knew he needed an expert and that's when he reached back out to Strivant.



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Selecting the wrong partner can negatively impact cashflow in such a way that many companies don't recover. Cash coming in quickly was critical for our business. We needed help. We were months behind in getting charges out and our cashflow was suffering. Strivant was the perfect partner to hit the ground running. They were there as an advisory partner from day one, with a plan on building out our system and getting caught up quickly.

– Client CFO

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THE SOLUTION

Strivant invested heavily in the relationship in building a foundation alongside their client even though cash was known to be delayed in coming in, due to the clean-up that was necessary to undo the damage left behind by the previous vendor.



Strivant immediately engaged with the organization's key stakeholders to provide the necessary expertise and resources. Even prior to the execution of a master services agreement Strivant jumped in to help where they could. The client was also taking on the implementation of a new software solution without critical internal knowledge or experience in standing up a practice management system. They were relying solely on the software vendor to build the system correctly. Strivant stepped in and was a key contributor assisting in the implementation, sharing intellectual property and system build knowledge to ensure the software vendor met the client's needs, and claims were sent to the payors both timely and accurately. Strivant completed the system build by adding the payor fee schedules, adding providers, adding the appropriate current procedural terminology (CPT) codes and insurance companies. Additionally, Strivant partnered with the software vendor to complete the build and training for claims set up and payment posting.

"We had the team working overtime to manually enter charges as the system was not ready to accept the charges yet. They were months behind in charges going out and payments coming in." Kelly Beck - Strivant Senior Solutions Consultant

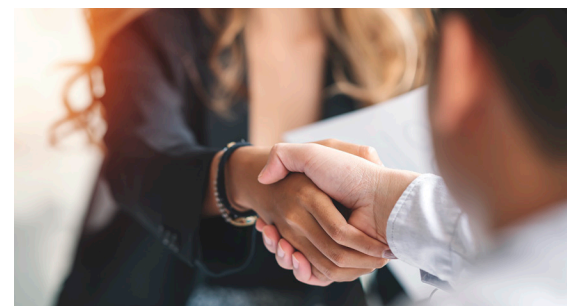
John O'Donnell, Strivant's President and CEO and former CIO also engaged in an advisory role to help develop a strategy for getting the right people process and technology solution in place so our client could start getting clean claims out the door and cash in the door.

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We were incredibly excited to get a call back and grateful for the opportunity to partner in moving their RCM to where it needed to be. They are an amazing organization, doing some incredible work for the communities they serve. Our simple goal was to create a high performing revenue cycle organization to improve cash flow and to support their organization's important mission.

– John O'Donnell, President and CEO of Strivant

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Strivant didn't stop after the initial work of getting the systems set up properly. "We realized there were complexities in other areas and that we needed to strategically deploy the right resources to address some key areas." noted O'Donnell

After the initial phase of getting the basics back on track, Strivant immediately recognized it was time to implement the optimization phase and charged their head of Client Success to head up the optimization.

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There were dozens of policies that needed to be created and implemented. We worked with the client to develop, define, and implement the needed policies to address some of their system limitations and to create process consistency. Ultimately, we were able to significantly reduce overall claim rejections and denials

– Senior Director, Client Success

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This optimization phase included adding policies around charge integrity, patient balance reviews, patient billing, coding education, payor enrollment, and contracting. Additionally, Strivant worked with their client to set up and implement a dedicated Patient Access department to handle all eligibility checks for new and existing patients. Files were created and uploaded into the clearinghouse for processing eligibility. After recommending a clearinghouse switch, Strivant recommended the services they should utilize and helped with the implementation. Strivant even took the time to consult with leadership and help them with a better understanding of contracted rates, payor obligations, filing requirements and why payors did not adjudicate claims properly associated with in and out of network patients. Strivant built out claim pathways making it clearer how payors pay and how important it is to follow payor billing guidelines.

"Listening and partnering with our clients is particularly important during our optimizations phase and is one of the keys to a successful relationship." added O'Donnell. "Strivant does a very good job listening and responding quickly to suggested changes or areas that aren't working as planned" added the client's CFO.





Strivant takes the provider patient relationship very seriously and understands the value in ensuring the patient satisfaction around the billing process. Sending accurate billing statements is a critical aspect of this satisfaction. To that end, Strivant assisted with the review of patient balances, identifying adjustments and overpaid accounts to ensure accuracy of statements that are mailed.

Another area where the software solution was falling short was in the area of reporting. "The operational management and financial reports we needed to manage just weren't available." Added Strivant's Senior Client Executive. "We absolutely needed to come up with a way of measuring our performance." Strivant worked on a customized reporting solution that helped to identify areas of improvement including posting projects, clean up lists, payor issues and adjustment reports.

"Strivant has done a really great job from clean up to reporting. We have a very solid working revenue cycle and we are spending far less time on special projects or problem areas. This feels like a huge win for us." Client

RESULTS AND CONCLUSION

The client knew that outsourcing their RCM was the right decision but learned that selecting the right partner is key. "There are a lot of billing companies that will send your claims. Not all will take the risk to invest in your success, partner with you and treat your money like it is their own. Strivant does just that and helped us significantly improve our overall financial health so that we can focus on our core mission."



We both started out with one goal, to drive cashflow to expected levels that were commiserate with the level of service their clinicians were providing. "Through our partnership with leadership we were able to quickly identify the gaps and assist with improving overall cashflow." Added O'Donnell.

Strivant isn't stopping here and plans on staying in lock step with it's client to continuously improve and optimize the revenue cycle while reducing the overall cost to collect.

The client's President and CEO commented on the Partnership with Strivant:



Strivant has been a key part of our team's overall success. We continues to expand access to treatment for those in need and having a healthy revenue cycle will help support the communities we serve.

– Client President and CEO

