

## CASE STUDY

# Mid-sized Midwestern gastro practice achieves rapid results with Advantum Health expert RCM solutions

## CHALLENGE

Like so many expanding healthcare provider organizations, a mid-sized upper Midwestern gastroenterology practice faced a series of challenges dealing effectively with its growing revenue cycle management (RCM) needs. The practice, begun with a single physician more than a dozen years ago, by today has dramatically expanded its scope of comprehensive gastroenterology services, delivered by more than a dozen physicians, nearly as many nurse practitioners, and an administrative team.

With ever-changing requirements for coding, prior authorization, denials management, collections, timely A/R follow-up and more, on-site staff and an aging A/R system and processes were insufficient to the practice's commitment to support delivery of high-quality, cost-effective healthcare services.

It's not a rare situation. In fact, one industry survey found that 63% of respondents reported they were experiencing staffing shortages in their revenue cycle departments, which typically lead to lost revenue or delays in the revenue stream due to billing/coding errors, denials and insufficient follow-up.

"When most people talk about healthcare worker shortages, they usually focus on physicians, nurses and other care providers," said the then-CEO of the practice, who spearheaded the search for a new RCM partner. "But if we don't also run the 'business side' of our practice efficiently, we're failing our patients and our clinicians. In 2024, we determined it was time to make a major change to keep up with demands."

'The Advantum team has already integrated very well with our on-site operations, and we are extremely please with the results we're seeing.'

**Former CEO**

Midwestern mid-sized  
gastroenterology practice

## SOLUTION

The gastro practice found its answer with Advantum Health, a recognized leader in comprehensive, technology-enabled revenue cycle services, combined with a professional team that has a proven track record of delivering results which speed and maximize appropriate reimbursements as the industry and its clients continue to evolve.

The practice is utilizing virtually the full slate of Advantum Health solutions, including:

- Pre-registration
- Prior Authorization (infusions, ambulatory surgery center, hospitals and research)
- Coding & Charges Posting
- Payments Posting
- A/R Follow-up
- Denials Management
- Patient Statements & Collections
- Patient Help Desk (call center)
- Pre-collection (infusions)
- Provider Enrollment (payers/insurances) and Hospital Privileging
- General Consulting (payer contracts)

'Thanks to its dedication and knowledge, Advantum Health has quickly become a vital part of our operations and our go-to for growth and success. Advantum is considered part of our C suite.'

**Former CEO**

Midwestern mid-sized  
gastroenterology practice

## SUCCESS ON KEY PERFORMANCE INDICATORS

- Denials dramatically reduced, from 14% to 6%, below established benchmark
- Rapid reduction of 120+ days in A/R by approximately 20%, on track towards industry-standard goal of 15% or lower
- Standard A/R days down by 7, nearing goal of 40 days
- Average payments per day up over 60%

### Education on Best Practices

"We also were looking for a partner well-versed in the latest RCM best practices for billing, coding and documentation, all of which impact payment delays or denials and which are constantly changing," said the former CEO, now the practice's senior advisor. "Our on-site staff are really benefitting from the education support of the Advantum Health team."

### Learn more...

...about how Advantum Health customers are using our solutions to improve financial health in order to survive and thrive today and in the ever-evolving future of healthcare. See our website at [www.advantumhealth.com](http://www.advantumhealth.com) or email us at [info@advantumhealth.com](mailto:info@advantumhealth.com).