

DME finds priceless payoff with Brightree Professional Services

Challenge

Despite a cutting-edge business management solution, PCG Medical lacked the expertise to maximize the system and also needed more visibility into the business operations to make necessary adjustments.

Solution

Brightree's professional services group is helping the entire company run more efficiently with significantly improved billing and revenue.

When PCG Medical – a Metairie, Louisiana, urological provider – chose Brightree for its cloud-based software solution in 2010, they knew they were getting the most robust platform on the market. The only issue that owner Micheline Stephens encountered was what many companies encounter with their software solutions and that's finding the time to maximize system use.

"Brightree's software has all the bells and whistles, and the company is also always adding new features and updates," explains Stephens. "But if all those bells and whistles aren't captured by the people using the software, if the staff isn't taking the time to learn what they need to know to make their lives easier, then you're not going to fully capture the efficiencies."

Another challenge Stephens faced was lack of visibility into her business operations and the life cycle of patients, which includes a large pediatric population of patients with Spina Bifida. As a business owner, she needed to identify, at a glance, ways to improve processes including claims that needed to be worked so they didn't miss timely filing.



“Our entire company is running much more efficiently with billing and revenue significantly improved.”

Micheline Stephens, PT,
Owner, PCG Medical



“Having all these efficiencies in place really frees up a lot of time for staff to focus on helping patients, but also it drives the revenue up. Yes, professional services are an investment, but the payoff is priceless.”

Micheline Stephens, PT,
Owner, PCG Medical

Bringing tech and industry expertise

PCG Medical found the answer with Brightree Professional Services, providing Stephens with a subject matter expert so that she doesn't have to become one.

“I have every desire to leverage and maximize the system, but my lack of time is what holds me back. With professional services, we get the expertise – not only with the Brightree software but with a consultant who has been in my shoes and knows what I go through every day. As a former director of a DME department, our consultant has the insight to make these services a huge accelerator for us.”

Since 2017, Brightree has worked with Stephens and her team to get the best outcomes from the software solution.

The first major initiative was revamping the work in progress (WIP) states for greater collaboration between the departments. This keeps the company running smoothly throughout the entire patient lifecycle and gives Stephens 24/7 visibility into how her company is performing. And the billing team couldn't be happier.

“The newly developed WIP states allow us to manage and confirm sales orders much more quickly,” explains Katrina Kempke, medical biller. “Additionally, we've been able to prioritize our billing and collection efforts to increase cash flow.”

Another key win at PCG Medical was fixing the item catalog, which has allowed intake staff to use Brightree's integrated epurchasing tool 100% of the time for catheter purchases. Once you purchase through epurchasing, the system automatically adds the tracking number and updates it when delivered.

“This alone is huge because it streamlines our re-supply process tremendously. We've saved thousands of dollars by ensuring that there are no lost orders. Everything that gets ordered is now billed, and there's a record of it all.”

Another recent workflow improvement allows all faxes to be automatically swept into the Brightree system instead of going into an email inbox and then being uploaded into the system. In addition, key documents that arrive by mail are now being uploaded to the newly formed intake and billing department batches inside of Brightree. This allows department team members to work high priority requests efficiently from a work queue.

Stephens says professional services has also allowed PCG Medical to better leverage document management, allowing the distributed work force to process urgent documents more accurately and efficiently.

“With a knowledgeable consultant, they can look at the problem and quickly provide the best practice. Now we have a workflow and safety measures to ensure that all documents are captured into Brightree and work queues to ensure the billing and intake documents are worked in a timely manner.”



Another exciting win for PCG Medical was the implementation of CMNs generated by the Brightree system versus needing to print and hand-write the information. Stephens reports that leveraging the Brightree system to auto populate the CMN renewal process has greatly improved the efficiencies to complete this task.

Tackling today’s challenges

In the coming months, PCG Medical will further improve patient engagement by rolling out the Patient Hub app by Brightree, which Stephens is excited about to provide patients with tracking numbers for supplies and also allow them to scan and upload insurance cards and message with questions.

She even feels better prepared to tackle today’s challenges associated with COVID-19.

“It’s good that we have all these systems in place from Brightree. If we didn’t, it would make the pandemic even more overwhelming.”

With Brightree’s professional services, PCG Medical has put all the processes in place to remove the inefficiencies that were costing them countless hours and the costly labor to perform them. As a result, cash on hand has increased by 31%, even during the months when customers typically experience significant cash flow decreases. And that ability to have a dramatic improvement in cash flow, says Stephens, is giving them a key differentiator in achieving success in the competitive landscape.

“Having all these efficiencies in place really frees up a lot of time for staff to focus on helping patients, but also it drives the revenue up. Yes, professional services are an investment, but the payoff is priceless.”

Results

PCG Medical says the results from professional services are priceless.



Increased cash flow by
31%



Reduced outstanding sales orders by
14 days



Cut aging AR by
50%

Rewrite your story with Brightree. Visit brightree.com/consult or call 833.916.1554 to schedule your consultation today.