



3

remedies to strengthen
your operations



A trend in healthcare has been decreasing reimbursement rates, leaving HME providers scrambling to find a way to do more with less. Technology is answering that call with software designed to improve billing from the referral and intake processes all the way through collections.

But where do you start?

Providers of all sizes can become more efficient and more profitable by leveraging digital automation tools for patient engagement, analytics, and electronic prescriptions.

Ready to strengthen your operations? Read on for 3 remedies.





1

Get clean claims from the start

HME providers are up against the clock to get claims out as fast as possible and need an automated solution to help reduce the burdens that slow the process down. The surest path to getting paid quickly is with clean claims, and that requires not only correct and complete information up front but also the ability to electronically send and receive orders and documents from your referral sources.

The remedy: Automate your front end

- Remove manual processes and avoid chasing documentation
- Get the right information with an order to file claims faster
- Accelerate care to provide better patient treatments

“**Through interoperability, we’re not only helping to blaze a trail for the HME provider to be a more connected partner in care delivery, but we’re improving patient care, improving our operations and removing costly rework from orders.**”

Josh Marx, CEO, Medical Service Company



Put data to work for you

Another way to address financial pressures and relieve billing challenges is by using advanced analytics to gain better visibility into your business and drive growth. Many organizations leveraging advanced analytics report 33% more revenue growth and are twice as likely to outperform their peers.

The remedy: Gain insights

- Manage revenue and staff productivity
- Make more informed decisions across your revenue cycle and resupply programs
- Provide better care and outcomes

“ I give Brightree’s analytics platform an A+. It’s easy to navigate and understand, and the entire team was over the moon with the data it provided to drive our numbers up for resupply. ”

Susan Prenda, CRT, RPSGT, Chief Operations Officer,
Epoch Sleep and Neuro Diagnostic Services



Connect with your patients

Studies show that patients want an experience that includes instant and always-on communication. Increasingly, they prefer engagement through text messages rather than by downloading an app. This approach not only gives patients the experience they're looking for but also gives providers the tools they need for a better performing business.

The remedy: Simplify patient engagement

- Automate manual processes
- Communicate faster and more easily with patients
- Accelerate payments and increase revenue
- Reduce staff workload
- Improve patient outcomes



We struggled with gathering the necessary information to bring some patients onto service after 45 days of phone calls and letters that went unanswered. With Brightree DX, patients are often responding to our automated text messages in as little as 10 minutes. It's been great for our patients and saves a ton of time for our staff.



Chuck Wiltgen, Implementation Specialist, Reliable Medical

No need to go at it alone

Our four-step formula of ePrescribe, Intelligent Document Automation, Brightree Advanced Analytics, and Brightree DX can help strengthen operations and put you on the path to efficiency.

ePrescribe

Brightree ePrescribe can help save significant time and cost from each order by sending electronic prescriptions directly from referral sources to HMEs over secure networks, reducing manual processes, documentation gaps, and time spent processing new prescriptions and renewals.

Intelligent Document Automation

Once documentation comes in, your team needs to sort, validate, and determine qualification across varying product and payor requirements. Intelligent Document Automation enables smarter workflows through Automated Intake and Qualification, which can run independently or together.

Brightree Advanced Analytics

Brightree Advanced Analytics provides a 360-degree view of your business with intuitive dashboards that highlight trends, identify opportunities, and offer actionable insights without having to run and analyze reports manually.

Brightree DX

Brightree Digital Experience (Brightree DX) shifts patient outreach from a manual to an automated process that help keep patients informed at every step of their care journey. Text messages are automatically triggered to update patients, and you can collect documents, form fills, and e-signatures without requiring logins, apps, or staff phone calls. And all data flows seamlessly back into the Brightree system.

Take action

As you begin the process of implementing new technology, use this checklist to help you get the most out of your experience.

- ✓ **Select one or two goals.** Consider things that would make a significant change.
- ✓ **Break each goal down into a few indicators** that can determine whether that goal can be achieved. Indicators must be things that are directly affected by employees, like their work habits, ethics, or current workload.

- ✓ **Create a clear, highly-visible scoreboard** that displays progress toward the goals. This has an immediate impact on motivation and can increase output significantly. Hold regular meetings where each employee reports on their progress.
- ✓ **Hold regular check-ins** where each employee reports on their progress.

“ The reality is that we couldn't operate the volume of business that we do without a software such as Brightree. The HME business is just too complicated for any other type of billing software to be able to effectively build correctly, receive the payments, post those payments, and then chase AR. Brightree is the backbone to our business. ”

Seth Weinstein, CPA, Vice President, Finance
Medical Service Company]

For more information or to request a demo, contact us at [brightree.com](https://www.brightree.com) or **888.598.7797**.

