



REVENUE CYCLE MANAGEMENT

The smart way to increase your revenues

ROBUST | PROFITABLE | STREAMLINED



Rawhide Intelligence Services Inc
2652 Falmouth Rd. Toledo, OH, 43615

Phone: [567-290-2161](tel:567-290-2161)

E-mail: info@rawhideis.com | Website: www.rawhideis.com





REVENUE CYCLE MANAGEMENT

CLIENT

- Our clients are Optometry/Ophthalmology practices in the US
- The clients offer comprehensive optical, medical eye care services and eye exams using advanced technology

BUSINESS SITUATION

- Their staff were busy handling visiting patients. Hence, huge volume of calls were abandoned thereby missing potential patients and there was an increase in no-shows as there was no proper follow-up
- The client was unable to check insurance eligibility on time for patients. This was causing a delay in delivering their services
- The client wanted to partner with a service provider that can offer RCM services including scheduling patient appointments, insurance verification and medical coding.

RAWHIDE EDGE

- Rawhide planned and proposed in-taking of the complete RCM work for practices in a phased manner
- A standardized process and quality assurance process was laid out with our expertise in healthcare and contact centre services
- Appointment requests were monitored and called within 2 hours time. Insurance verifications are completed ahead of scheduled appointment
- Outbound calls process was designed to a) remind patients 24 hours prior to appointment b) patient reactivation and retention
- Check for prior authorization as required and obtain phone # or fax#, needed to obtain authorization - gathered information like patient demographics, provider info, patient medical records, CPT codes, ICD 10 Codes and other critical documents which are required to be sent to the insurance
- Effectively managing A/R and denials. Periodically sending summary and analysis reports to the practice management
- Since turnaround time was crucial, we set up quality assurance schedules. All results were subject to stringent quality assurance before they were delivered to the client.

RESULTS

- Established KPIs for operational metrics
- Reduced the abandoned calls from 20% to less than 5% within a month
- 100% charge capture and payment posting
- Reduced denials by 15%
- 95% insurances are verified before appointment
- We are averaging about 15000 verifications and authorizations (combined) per month
- The eligibility verification was completed successfully and within the stipulated time
- The information we obtain is updated directly on the client portal
- Administrative denials have decreased and upfront collections have increased

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