



CASE STUDY

How Greater Efficiency and Cleaner Claims

Made a Billing Company “A Better Place to Work”



Medical billing can be a confusing and cumbersome process, but it's an essential part of a successful physician practice. To provide the best possible care to patients, providers must ensure that administrative and revenue-generating functions run smoothly.

Improving revenue and cash flow are the main focuses for 360 Medical Billing Solutions, which serves specialty providers in emergency medicine groups, urgent care centers, and free-standing emergency rooms.

Through a strong partnership with i3 Verticals, Inovalon has been helping companies like 360 Medical Billing Solutions access and use automation to streamline the billing process, resulting in a smooth, efficient workflow and reduced costs for providers.



This partnership proved valuable when 360 Medical Billing Solutions realized their clearinghouse was no longer meeting their needs.

While they were evaluating other options, Quality Assurance Director Christy Ragsdale and RCM Director DeNay Cook attended a free, lunch-and-learn-style webinar presented by Inovalon. The user-friendly platform and impressive capabilities soon made Inovalon a top contender.

“We interviewed several different clearinghouses, created pros and cons for each, and Inovalon far outweighed any of the others,” said Cook.





A POWERFUL NEW PROCESS

Though it can be challenging to change clearinghouses, 360 Medical Billing Solutions was quickly put at ease. From the very beginning, they found that Inovalon provided a seamless onboarding experience with a dedicated customer success rep.

“They assigned us somebody to hold our hand from the beginning until we felt comfortable,” Ragsdale recalled. “We always had somebody with us and that’s not something we were ever offered before. She made the whole process easier.”

360 Medical Billing Solutions were pleased to discover that everything from creating claims to reporting was simple and efficient. “The claims management process is a lot more user-friendly than what we were used to and better than what the other clearinghouses offered,” said Cook. “And it’s so easy to run reports through Inovalon software.”

New RCM tools allowed staff to effectively handle appeals, aged claims, and even access ERAs by claim, something they lacked with their previous clearinghouse. In fact, the company now uses Inovalon applications for all of their RCM functions – from creating claims and patient statements to collecting payment.

SAVING TIME AND MONEY

One of the main benefits that stood out for 360 Medical Billing Solutions is the claims scrubber function in Claims Management Pro. “We were spending lots of time working rejected claims on the back end and now we address issues before the claims go out,” said Cook.

The cleaner claims have drastically improved the organization’s first-pass acceptance rate – from 92% to an average of 98.5%.

The efficiency and reliability of Inovalon applications have improved every step of the company’s revenue cycle process – from cost savings for the front office to increased collections on the back end.



“Our partnership with Inovalon has changed us as a company,” said Ragsdale. “It’s made a big difference for our clients and our workflow; it’s just a better place to work now.”



AT A GLANCE



NAME

360 Medical Billing Solutions



LOCATION

Oklahoma City, Oklahoma



SERVICES

Manages billing for 62 entities (NPIs)



SUCCESS WITH INOVALON

Organization-wide cost savings, exemplary customer service, and improved workflow



STAR STAT

Improved clean claims rate from 92% to 98.5%



Save time and money with Claims Management Pro

If your organization is looking to simplify claims management, our cloud-based tools may be the answer.

[See for yourself by scheduling a demo today.](#)