

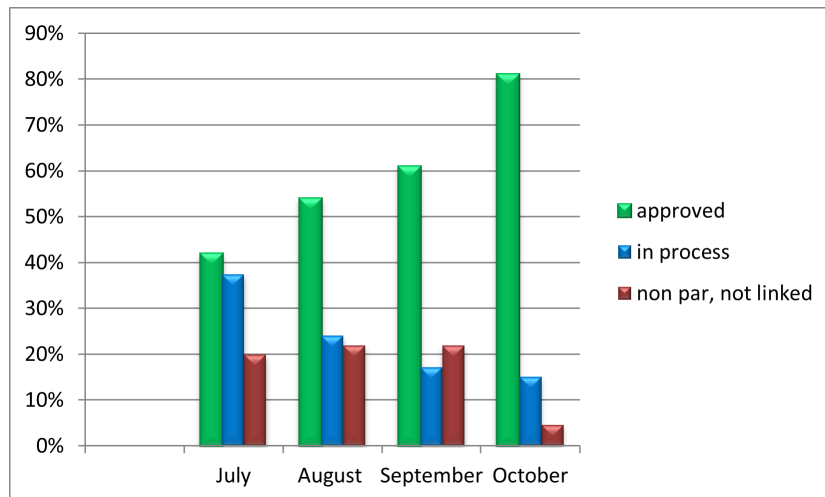
Case Study: New Jersey Super Group

OVERVIEW

As operational healthcare costs continue to rise, it is increasingly more difficult for independent medical practices to position themselves for growth. As was the case with five gastroenterology practices in New Jersey who were looking to expand their presence in order to stay competitive. Faced with the lack of bandwidth to successfully negotiate reasonable fee-for-service reimbursement rates, looking to consolidate back-office expenses, and wanting to stay independent of healthcare system control, these five practices joined forces to form a 'super group', Allied Digestive Health, in January 2015.

After formation of their new corporation, obtaining a Tax Identification Number (TIN) and selecting their Board of Directors, they set out to internally complete their provider enrollment with the regional insurance carriers.

The project of establishing this new group with their carriers was assigned to an experienced billing manager from one of their legacy groups. After 5 months of working on this project, along with their other responsibilities, it became evident that the employee was overwhelmed and fell behind on the task assigned. As is often the case, bottoms lines are adversely affected when credentialing takes a backseat to day-to-day operational issues.



Individual Provider Enrollment

Group Enrollment

New Group Creation

Practice Restructuring

Recredentialing and Revalidation

CAOH Creation/Maintenance

NPI/NPPES Registration and Updates

Facility Privileging

License/DEA Applications and Renewals

Enrollment Related AR Support

Proactive Provider Enrollment Services

ASSESSMENT

Allied Digestive Health contacted ProCred to analyze and create a solution to expeditiously complete this project and create processes to maintain all provider enrollment records.

Their internal application tracking that was being inefficiently managed through manually maintained spreadsheets. This information was immediately imported into ProCred's insurance credentialing database, thus streamlining the application and tracking process.

Through its analysis, ProCred identified more than a dozen providers who had been overlooked and were not being included in the project. Further, certain carriers on their contact list did not require notification, thus taking valuable attention from the primary carriers.

SOLUTION

ProCred formed a team of Senior Provider Enrollment Specialists who would be dedicated to this project and had established working relationships with the applicable carriers. Leveraging their expertise and established carrier relationships, ProCred was able to increase participation by 50% within 60 days and 80% within 90 days.

ONGOING ACCOUNT MANAGEMENT

Allied Digestive Health has continued to use ProCred to enroll newly hired providers, and oversee the credentialing for new acquisitions. Working hand-in-hand through their due-diligence process, Allied Digestive Health has put its trust in ProCred to oversee the swift onboarding of new acquisitions.

ProCred maintains an open line of communication with each of the practices care centers to address any referral or accounts receivable network concerns

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We perform an annual cost-benefit analysis of the services we receive from ProCred.

Year after year our conclusion has been that for the same expense, we could not match the level of service we receive from ProCred by doing this in-house. Considering the cost of not having credentialing done correctly, ProCred is a cost-effective way to have an exceptional resource to meet credentialing needs.

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