

## HOSPITALS AND HEALTH SYSTEMS

### Medical Practice Integration: Creating the Billing Engine

**Integrating newly acquired medical practices into health systems isn't simple.** Each medical specialty has its own coding and billing nuances. Each practice has its own way of doing things. Practice management systems can be sophisticated or antiquated. Getting them all on the same level operationally and financially can be difficult and time consuming. Here are some questions to ask:

- Should we retain and integrate the medical practices' existing billing staffs into the current central billing office?
- Should we re-engineer the current central billing office to achieve better efficiency and performance?
- Should we outsource our physician billing or specific specialties like emergency medicine?

**MedOptima helps hospitals and health systems successfully integrate medical practices** by transforming under-performing or dissimilar medical practices into a high-powered, unified billing engine. We align technology, staff, and processes to optimize the revenue cycle. The MedOptima approach is based on a proven methodology that employs five key components:

- Securing an objective assessment of each practice, its information technology (IT), processes, billing staff, and current financial standing.
- Pulling patient payments forward in the revenue cycle so lag time is reduced.
- Maximizing IT utilization and automation, including migrating practices to a common IT platform and implementing powerful tools for data mining and trending, eligibility and point-of-service payment.
- Aggressively streamlining and "leaning" processes through proven business strategies.
- Establishing clear operational metrics so staff know what is expected and are accountable.



*MedOptima helps hospitals accelerate the revenue cycle and optimize the operational performance of hospital-owned or affiliated physician groups by making the integration process and ultimately the billing operation run smoothly and trouble-free.*

#### CORPORATE HEADQUARTERS

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### Medical Practice Integration: Creating the Billing Engine

#### MedOptima Can Streamline Physician Integration in Three Ways:

##### CONSULTING

Engage MedOptima to assess acquired medical practices, including their billing performance, operations, staffing and IT use, and develop a strategic plan for integration into the hospital or health system. MedOptima can address specific assignments such as coding issues or lagging collections. We can also provide an objective assessment of the hospital's central billing office for physician services to identify opportunities for streamlining and improved effectiveness.

##### IMPLEMENTATION

Once the integration strategy and opportunities for improvement are defined, MedOptima will implement all or part of the plan, including establishing or re-engineering a central billing office or migrating physician practices to the Allscripts Professional PM practice management system.

##### OUTSOURCING

Hospitals also can choose to outsource the billing for the entire medical practice enterprise or for specific specialties such as emergency medicine, primary care, or office-based specialties to MedOptima. Our medical practice clients average 99 percent first pass clean claims. On average, our clients experience a 10 percent increase in revenue.\*

#### MEDOPTIMA: WHO WE ARE, WHAT WE DO

Founded in 2005, MedOptima is a Fort Wayne, Ind.-based revenue cycle management firm that specializes in helping medical practices and hospitals in the Midwest optimize billing and profitability. We've developed and use a best practices approach to revenue cycle management called The MedOptima Way based on lean manufacturing principles and Toyota's business philosophy of continuous improvement. This enables clients to achieve better financial and operational performance through streamlined processes, more effective use of IT, a motivated, accountable workforce, and sophisticated data mining and metrics.



*Eric Beier, MD, MBA  
MedOptima President & Founder*

#### ARE YOU READY TO GET STARTED?

If your hospital or health system is actively acquiring medical practices and has questions on how to streamline integration, talk to MedOptima. We can help you unite dissimilar medical practices and have them working together as a powerful billing engine.

\*This is not a guarantee. Increases in revenue depend on multiple factors including patient retention, adoption of MedOptima's best practices, and no adverse changes in issues beyond MedOptima's control.

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