

Maximizing **REVENUE CYCLE MANAGEMENT**

Revenue cycle management [RCM] is one of the most essential responsibilities of medical practices large and small. Simplifying billing processes and increasing revenue collection are continuous goals best served by the right mix of technology, expertise, and customer service.

Historically, many medical practices have sought to handle revenue cycle management internally. While some offices accomplish this goal effectively, the RCM process is seldom streamlined and can lead to frustrations for both staff members and patients. In response to the complicated nature of RCM, many medical offices have begun outsourcing revenue management. Practices of all sizes find that outsourcing RCM responsibilities delivers various advantages, including:

- Reduced need to focus on administrative tasks
- More time allotted for patient care
- Increased insurance and patient collections
- Greater efficiency with and control of revenue cycles

When daily tasks of RCM are passed from a medical practice to an integrated outsourcing partner, staff members and physicians are relieved to focus more intently on providing excellent health care, which ultimately translates into high patient satisfaction and practice growth.

“Providing patients with a positive healing experience is a tremendous

responsibility for any medical office,” explains David Dickey, chief information officer. “RCM outsourcing allows practices the time to focus on individual cases and build a reputation as a quality provider, which helps retain and attract patients.”

Achieving RCM Excellence through Outsourcing

Providing excellent care alone does not ensure a positive patient experience. A substantial element of the experience extends to interactions related to revenue cycle management. Integrating an RCM partner with leading technology, proven results, and an approach grounded in patient satisfaction is key.

Offering the latest in RCM services, Global Healthcare Alliance (Global) developed a web-based practice management system, *globalcentara*SM, powered by the company’s industry-leading Payor-Provider Intelligence™ platform. With *globalcentara*SM, physician practices receive an intuitive and easy-to-use system that minimizes underpayments and generates a 99-percent first pass clean claim rate. To achieve these results consistently, *globalcentara*SM covers the RCM process

for each patient beginning at registration. From that point, patient activity including appointments, payments, and final postings are logged and may be traversed quickly.

Beyond the technological advantages, the attention paid to the individual needs of each client helps produce superior results. Relationships with clients are essential for the success of RCM outsourcing. To this end and driven by a principle of leadership through service, Global provides each client with a dedicated account manager ready to provide support services whenever needed, on a face-to-face basis, continually exceeding client expectations.

“Our mission is to provide outsourcing options that feel like an extension of a client’s practice,” says Tobin Lassen, vice president of business development. “Working with our clients allows us to provide a more focused and tailored product, and this begins by making ourselves available to and going the extra mile for the practices that choose Global Healthcare Alliance.”

Streamline your medical billing and collections by contacting Global Healthcare Alliance at 866-458-6076 or www.globalhca.com.
