CASE STUDY

Glenwood Life Counseling Center, Inc.—Collection Percentages Grows Substantially With the Assistance of MedHelp, Inc.

Customer Profile:
Glenwood Life is a non-profit, publicly funded, medication assisted-substance abuse treatment center that has been in operation since 1971 and will soon be celebrating its 40th anniversary. Services provided include, but are not limited to individual, group, couples and family counseling, HIV testing, client advocacy, counseling and specialized groups. Glenwood offers counselors and social workers the opportunity to work with a diverse population and receive individual and group supervision at the agency.

The Challenge:
Glenwood Life faced a decline in collections due to a deficiency of the necessary organizational skills required to operate as an efficient billing department. One of the front end deficiencies was the inability to obtain treatment plan authorizations, which were tracked manually. This led to denials and gaps in eligibility. Additionally, there were problems in following up denied claims; no process analysis was being conducted and there were no AR specialists on staff to address these issues.

Initial Internal Remediation Steps:
Glenwood Life developed and implemented an authorizations database that permitted an automated process. This automated process eliminated the gaps in eligibility as they were able to actually see the authorizations. However, the internal resources assigned to perform the task functions did not use the process effectively. At this point, it became evident that Glenwood did not have the personnel nor the skill set to handle the billing arena. After seeing this realization, Glenwood Life began looking for a third-party billing agency.

The Solution:
After interviewing three billing agencies and doing their necessary due diligence, MedHelp, Inc. was chosen to facilitate the billing/collection needs of Glenwood Life. The first and one of the most critical solutions that MedHelp proposed was that they would initially begin to work the outstanding AR.

MedHelp worked forward to eliminate the old claims. George Lincoln, Glenwood Life Administrator stated, "*They worked it—They Did It! They immediately resolved and responded to us directly whether or not those funds were in fact collectable.*" Mr. Lincoln further stated, "*The first noticeable change was that MedHelp bills weekly versus monthly billing. Our collections percentages were in the 70's, now they're in the 90th percentile.*"

The Benefits:
In as far as benefits, Mr. Lincoln states, "*By outsourcing the billing/collections function to MedHelp, Glenwood Life now has a better understanding of the revenue recovery process and knowledge of how to deal with insurance companies. We are also aware of what is required of the follow-up process and how to manage AR in order to get the bills paid. MedHelp has done it all—cash flow has improved, days in AR have decreased and we are collecting money much faster!*"