

Avisena Enables Physical Therapy Practice to Control its Revenue Cycle and Open Additional Offices

Background:

Westchase Physical Therapy was founded in January 2007 to provide results-focused outpatient rehabilitation services to residents of Hillsborough County, Fla. With the hope to open additional offices across Florida's Gulf Coast, practice owner Brian Creadon needed



a solution that would provide him with the ability to accurately measure the practice's financial performance, provide complete visibility into billing and reimbursement processes with more than 750 payers and scale in line with proposed expansion plans.

The Challenge:

Like most growing practices, Westchase Physical Therapy faced the challenge of managing back-office tasks efficiently without sacrificing its ability to deliver high levels of personalized patient care.

Contracting with a local billing company proved unsuccessful as Creadon later learned that the company was not submitting bills to payers in a timely manner. Similarly challenging was the decision to hire a full-time administrator to manage billing and collections in-house. Creadon invested substantial resources into recruiting, training and paying a salary to a dedicated "expert" but felt that he was putting all of his eggs into one basket and would be left in a bind should that person take a vacation or leave the practice all together.

"Billing is the oxygen that keeps the business side of our practice alive," Creadon explained. "No matter how well you deliver clinical services, when the back-office is not working properly, your growth and success are stifled."

At a Glance:

Practice

- Westchase Physical Therapy
- 3 locations on Florida's Gulf Coast
- 7 physical therapists, 1 speech therapist and 1 occupational therapist
- Full-service durable medical equipment and wellness center
- In-house compound pharmacy

Initial Challenge

- Lack of visibility into revenue cycle
- Lack of control over scheduling, billing, cash payments and collections
- Inability to track and measure reimbursements

The Solution

- Avisena Revenue Cycle Management Software and Services

The Results

- Easy-to-use software that provides on-demand access from anywhere at anytime
- Less costly than managing billing in-house
- No user fees, no license fees, no IT support costs
- Complete and customizable revenue cycle reporting
- Business intelligence provided by a dedicated account manager



The Solution:

In 2008, after receiving a referral from the PPTN network of rehabilitation providers, Westchase Physical Therapy selected Avisena to streamline the practice's front- and back-office operations and support its aggressive growth plans.

Implementing Avisena's Internet-based practice-management software provides Westchase Physical Therapy with an easy-to-use system that enables real-time visibility into billing and claims status without costly investments in technology or staff training. The practice's staff can log in at any time, even on a weekend, to track payments or see collections efforts in process.

Combining the system's flexibility to generate customizable reports with the business analysis services provided by a dedicated Avisena account manager gives Creadon greater insight and control over the practice's financial health. Moreover, he feels reassured by the on-demand availability and monthly meetings with his account manager, who is attentive to the practice's unique demands and workflow issues and takes immediate action to address and remedy those concerns.

"With Avisena, I have peace of mind knowing that a team of experts is managing the business side of our practice, and I can focus on delivering expert clinical care to our patients," Creadon explained. "By having our patient scheduling, billing and collections handled by Avisena, we have essentially had a green light to move full steam ahead on growing our practice without any worries about our back-office processes."

Avisena is a revenue-cycle management company that provides fully-integrated software and services to help physicians increase collections, reduce costs and improve the operating efficiency of their medical practices. By combining the power of easy-to-use, Internet-based practice-management software with collections expertise and dedicated account services, Avisena delivers on-demand insight into practice productivity and results that improve financial performance.



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"Partnering with Avisena lifts the large burden of managing our revenue cycle and frees us to focus on patient care and growing our practice."

- Brian Creadon
Westchase Physical Therapy

