



WAYSTAR

REVENUE CYCLE TECHNOLOGY

NAVICURE + ZIRMED

CASE STUDY: ARIZONA DIGESTIVE HEALTH

Specialty Practice Optimizes Claims Management with Navicure: Selects Clearinghouse for Efficient, High-Volume Claims Processing Environment

Challenge

A large specialty practice with high claims volume and a decentralized billing model needed a clearinghouse solution to address its unique workflow needs across 27 locations.

Solutions

Through Navicure, now known as Waystar, Arizona Digestive Health (ADH) has automated claims management, including submission, remittance, payment posting and denial management. Navicure also supports ADH's decentralized billing model with a customized login that increases productivity and streamlines the user experience.

Results

The ADH team has greatly reduced manual work spent on claims submission. Prior to Navicure, the team manually processed 25% of EOBs, and now this task is completely automated, resulting in fewer errors and increased efficiency.

The Choice

Identifying a Solution to Achieve Mission-Critical Success

With 27 locations, 11 affiliated endoscopy centers and 63 providers to serve its growing community, Arizona Digestive Health (ADH) is the region's largest provider of gastroenterology and hepatology services.

Formed in 2007, the organization has already set and achieved goals such as a system-wide electronic health record (EHR) implementation and adherence to professional society practice guidelines from the American Cancer Society, the American College of Gastroenterology and the American Society for Gastrointestinal Endoscopy.

Claims management is mission-critical to ADH; the organization treats approximately 12,800 patients and submits more than 20,000 claims each month for a total of 240,000 claims per year. In the past, ADH had submitted claims through a clearinghouse available through ADH's partnership with its practice management system provider, Centricity. When ADH leadership discovered the no-cost version of this clearinghouse would be phased out, they saw an opportunity to evaluate multiple clearinghouses and find one that would enable them to streamline claims submission and accelerate payment.

Led by Billing Supervisor Marlea Standley, the ADH team began evaluating clearinghouses on Centricity's preferred vendor list. "We ultimately decided to research other vendors, too," Standley says. "We didn't want to limit ourselves or exclude a solution that might be the best fit." After a rigorous review, the ADH team invited Navicure, now known as Waystar, along with one of Centricity's preferred vendors to present on site. Once the team saw Navicure's wide range of features, connectivity with payers and ability to be customized per ADH's specific needs, they were able to make a unanimous decision.

"Navicure could provide many of the things we wanted, including excellent customer support, that other clearinghouses could not," says Standley.

Navicure Solution

Automation and Transparency for a High-Volume Claims Environment

ADH's key selection criteria included Electronic Remittance Advice (ERA) capabilities, real-time reporting for claims status and rejections and the ability to submit claims electronically to as many payers as possible. Because their former clearinghouse didn't offer ERA, the ADH team saw immediate value in automating this process as staff members had previously been forced to manually visit payer websites to retrieve ERA. Through automatic posting of ERA, they've reduced manual work and decreased data entry errors.

Lead biller Yvonne Garay also points out the importance of real-time reporting. "I'm able to log in to the Navicure system at any time and see which claims were accepted or rejected. This new level of visibility allows me to make edits and corrections much more quickly, which in turn accelerates claims payment."

Navicure's search features have also proven helpful for the ADH team. They frequently search by batch, check number or patient ID.

SUCCESS: Reduced manual work, decreased data-entry errors and accelerated claims payment

Last but not least, Navicure's connection to ADH's high-volume insurers, such as Cigna and HealthNet, has automated a process that used to be time-consuming and manual.

"Before, we had to log in to multiple insurers' websites to determine patients' eligibility," says Standley. "With Navicure, this information is automatically all in one place, allowing us to provide eligibility in real time. Post adjudication, we can access patients' EOBs indefinitely, and it doesn't take up room on our server."

Results

Customization to Support ADH's Unique Workflow Challenges

The ADH team had many smaller scale, specific requests related to workflow—requests that had a great impact on their speed, productivity and accuracy. An especially important workflow request related to the modifiers added by some of ADH's largest payers.

"When payers add a single modifier, it can equate to a lot of manual work if our team has to go in and remove it," explains Standley.

"Navicure was the only company that said they'd remove these modifiers on the front end."

Prior to Navicure, Standley's team was processing at least 25% of EOBs manually.

"In addition to saving time, we're seeing fewer posting errors due to this automation," says Standley.

ADH also faces unique workflow challenges due to its decentralized billing model. Billing managers such as Garay are responsible for physician billing at a single location, and sorting through scores of information for other physicians would take up valuable time.

"Navicure added filters so I can log in and see only the physician billing information relevant for my office," says Garay. "As a result, I don't have to spend time each day creating my own queue of physician billing information."

These filters, which Navicure set up according to each office's specifications, create a streamlined and customized experience for each biller.

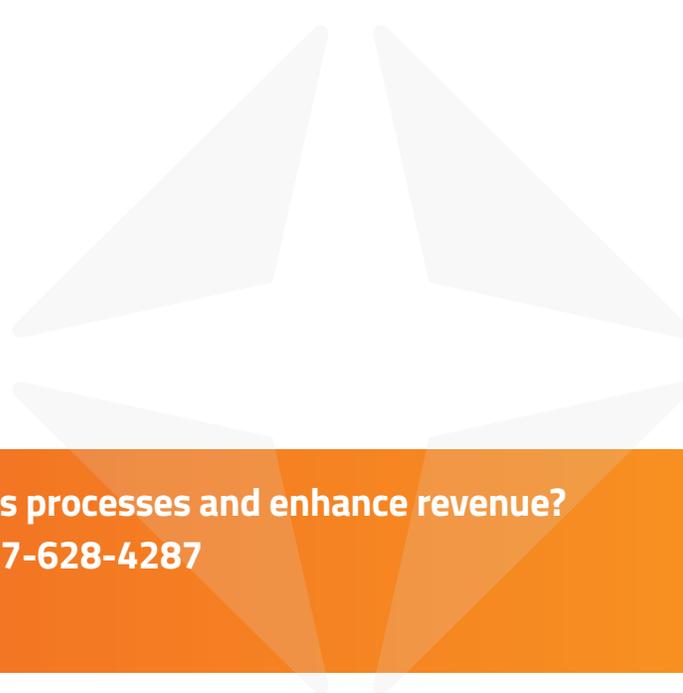
Impact

A Successful Partnership for Continuous Improvement

Because of ADH's decentralized billing model, processes vary from office to office. Adopting Navicure, however, was a smooth transition across the board. "Navicure is very user-friendly, and they held a number of training webinars to accommodate our staff," says Standley. "Everyone was able to get up to speed pretty quickly, and we now have about 50 Navicure users on any given day."

The practice has also been pleased with the level of personalized customer service they have received. "Everyone we've dealt with at Navicure has been very patient and understanding, even when they had to field the same question multiple times," says Standley. "They have done a great job."

"From automating claims submission to supporting ADH's decentralized billing model, Navicure has proven to be a truly successful partner," Standley says. "For what we've gained by moving to Navicure, it has definitely been worth it."



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Waystar is the combination of Navicure and ZirMed, the two top-rated providers of revenue cycle technologies. Waystar simplifies and unifies the healthcare revenue cycle with innovative technology that allows clients to collect more with less cost and less stress, so they can focus on their goals, patients and communities.



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