



## CASE STUDY:

### Large billing service entrusts MicroMD® PM with enhancing its services

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Director  
ODM&D Medical Management*



#### ORGANIZATION

ODM&D Medical Management, Harrison, New York, a billing service bureau with 51 client organizations representing more than 750 providers.

#### OBJECTIVE

Carefully choose a new billing system to help position the firm for growth, and upgrade claims processing to accommodate new regulatory requirements.

#### SOLUTION

Transition from a homegrown system supporting multiple lines of business and multiple carriers to a new technology platform running MicroMD PM from Henry Schein Medical Systems.

#### RESULTS

Faster, more flexible reporting; more direct-bill and clearinghouse options; a more advantageous position for marketplace growth; a strong relationship with a trusted partner.

ODM&D Medical Management, LLC, (ODM&D) a division of the venerable accounting and consulting firm founded in 1891, O'Connor Davies Munns & Dobbins, LLP, has seen a lot of change. As early as the 1970s, in fact, ODM&D began to offer their clients computerized solutions to process patient bills for nursing home services.

ODM&D's medical billing practice, which primarily serves providers in New York State, saw another transition approaching in 2003. Confronted with regulatory change and market shifts, ODM&D chose to re-evaluate its information systems with the goal of carrying on its tradition of smart growth.

#### Objective

"We process about 375,000 claims per year, and 95 percent of those are Medicare because we serve a lot of nursing homes and skilled nursing facilities. So we're a unique practice that, in some ways, doesn't want to be unique," says Michael Lewensohn, Director at ODM&D. "For example, we wanted to expand our client base to serve more independent physician practices."

The firm's overriding concern, however, was Medicare's pending move to HIPAA-standardized transaction sets. Modifying ODM&D's homegrown

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billing system was "not an attractive option," explains Lewensohn.

### **Solution**

With a few concerns and a long wish list of desired features, ODM&D began the process of evaluating practice management and billing systems in 2004.

"Implementation was a big fear for us," says Lewensohn. "We knew it would require some special expertise and generous technical support because it was not a straight conversion. We were moving two years of billing data from a homegrown system to an entirely new platform in support of multiple lines of business and multiple Medicare payers."

ODM&D made its final decision in March 2005, selecting MicroMD PM for the best combination of product capabilities, customer service and value. By July, it was submitting its first bills. The conversion effort by ODM&D, the local reseller consultant, and MicroMD "went exceedingly well," recalls Lewensohn. "Having this group behind us was very comforting, and we realized and exceeded expectations."

### **Result**

"Some of our clients were already familiar with MicroMD, but it was new to me," says Lewensohn. "So I didn't know what to expect. Looking back, we've been pleasantly surprised and very happy with MicroMD PM."

ODM&D enjoys a range of more advanced capabilities. Of course, reporting with MicroMD PM is many times faster and more flexible than the previous system. And ODM&D has more direct-bill and clearinghouse options.

Strategically, ODM&D is also better positioned in the marketplace. "We're in a better position to grow," says Lewensohn, "with the technology to support services for a wider range of providers and carriers. That was in the back of our minds when we selected MicroMD PM."

Lewensohn is perhaps most impressed with the promises Henry Schein Medical Systems and its reseller have kept. After the local reseller closed its business, Henry Schein Medical Systems maintained high levels of customer support. "I am most impressed with the high level of service we receive," says Lewensohn. "When we worked with a reseller, I expected it. But MicroMD's service and support people are simply phenomenal." In this regard, they are knowledgeable, courteous and just as importantly, readily available to answer our questions or address our concerns.

With a 28-year career in billing operations and healthcare finance consulting—not including a stint with Medicare—Lewensohn speaks from experience about Henry Schein Medical Systems: "Their word is their bond, and you don't see that enough in general, let alone in this business."



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