



CASE STUDY:

Billing firm expands services and supports clients with MicroMD® PM

"Our goal was finding the best product for the best price. Five years later, I think we did a pretty good job of that. It's very cost-effective and a good product that fits all of our needs."

*Brad Arthur
Director of Operations
The Consult, Inc.*

ORGANIZATION

The Consult, based in Cincinnati, provides billing services and practice consulting for over fifty medical practices primarily in Ohio, Kentucky and Indiana, as well as clearinghouse services nationwide.

OBJECTIVE

Find a practice management system with the feature set and value proposition to support service expansion and growth into new markets.

SOLUTION

Implement MicroMD PM from Henry Schein Medical Systems as a flexible foundation for high-performance customized services for medical practices.

RESULTS

A cost-effective, practical solution; advanced reporting features; an enhanced line of service offerings; improved training and support; a more successful business model.access to all patient data.

A large billing service based in Cincinnati, The Consult was actively trying to expand its business in 2003. But according to Brad Arthur, director of operations, outdated practice management software hampered the effort. "Trying to market our services based on that system was almost impossible," he recalls.

There were operational constraints, too. Even responding to clients' billing questions was a problem. "My slogan was 'I can't do it,'" Arthur jokes. "Too often, I either couldn't come up with an answer or we had to write a query."

Objective

The Consult was further limited because system upgrades were scarce. The technology was also difficult to learn and use. But perhaps most importantly, The Consult needed a practice management system that would allow it to grow into new markets.

Arthur and several coworkers began to search for a Microsoft® Windows®-based system that would better serve both existing and future clients.



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Solution

The committee carefully reviewed about 12 different practice management systems, searching for robust reporting; intuitive, easy-to-use scheduling; and compatibility with electronic medical records systems.

Although the investment was a strategic one, The Consult was also looking for a practical, economical system. To make sense with the company's business model, the new system would have to deliver value.

After a lengthy evaluation, The Consult selected MicroMD PM from Henry Schein Medical Systems. A conversion for a large organization like this presents complex technical and organizational challenges. "No one likes change, but [MicroMD PM] did make it easier," says Arthur. "Within a week, even with a billing staff of 70, we were pretty much fully operational."

Today, The Consult has 50 clients running MicroMD PM, about half using web-based ASP technology. Ongoing training for new employees and clients, now supported by a remote-access option, is quicker and easier.

The Consult now offers a wider range of options. "We're more competitive now, in part, because we can offer *à la carte* services," says Arthur. "We offer full-service billing, where they drop off the charts and we take it from there. Some use MicroMD PM for scheduling while we post charges, post payments, do follow-up

and everything else. Others just connect to our servers, and we provide data backup and support. We can mix and match to handle whatever the client wants."

Result

When prospects see a MicroMD PM demo, it's easier to sell services, explains Arthur. Even the Henry Schein name adds credibility and confidence: "A lot of our clients have Henry Schein products sitting on their shelves. It's positive name recognition."

Product functionality, of course, is the core benefit. Many reports that once took two hours to process are now complete in less than a minute. One 80-doctor practice, whose one-year financial reports took eight hours to generate, can get the same information in about 15 minutes with MicroMD PM. The same performance improvement applies to payments. Auto-posting from electronic remittance advice consumes a coffee break, not a full day's work.

For his part, Arthur now has a can-do motto. "With MicroMD PM, I can generally find whatever clients ask for," he says. "Anybody that signs on with MicroMD PM will have a good product."



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