

# Billing firm expands services and supports clients with MicroMD® PM

## 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 -as a flexible foundation for high performance customized services for medical practices.

## 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.

## 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. 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 remoteaccess option, is quicker and easier.



*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.

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# Case Study Results



## Solution continued

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.”



“Anybody that signs on with MicroMD PM will have a good product.”

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