



Sunrise Ambulatory Surgical Center

Sunrise Ambulatory Surgical Center opened its doors in August of 2001. Since then, the independent, state-of-the-art facility has quickly become the destination of choice for many people in northern Arizona requiring outpatient surgical care. Sunrise performs more than 3,000 surgical procedures per year in three (3) full-service operating rooms and one (1) special procedure room. The multi-specialty center specializes in orthopaedics, pain management, gastroenterology, podiatry, urology and general surgery. Sunrise ASC has partnered with Physician Surgery Centers, a progressive management group currently working with 11 ambulatory surgery centers in California and the Southwestern United States.

The Challenge Prior to Partnering with GHN

As a growing, forward-thinking surgery center, Sunrise realized the need for a reliable, effective claims management and transaction processing solution. Unfortunately, since opening, the surgery center had to go through two iterations where their billing software solution provider made an exclusive recommendation of two different competing RCM (revenue cycle management) solutions that created continuous challenges that even put their business at risk.

“As a well-versed team in surgery center operations and IT, we [Sunrise] quickly realized the gaps with our initial RCM solutions,” says Eric Scott, business manager at Sunrise ASC. “Especially with our most recent debacle, we had to work through an unreasonable amount of challenges to try to reach a go-live state. In fact, with the second recommendation, the promoted solution could never be fully implemented due to lagging efforts and competence woes.”

Efficiency and accuracy are vital in the billing process to effectively support Sunrise’s commitment to superior clinical care. Moreover, like other states, Arizona law requires that providers submit claims electronically through to Sunrise’s largest payer, Medicare, representing from 30-45 percent of total claims.

The recently recommended RCM solution had a very poor implementation process that took months, without resolving the challenges in claims management and transaction processing. As a result, Sunrise faced ongoing, spotty processing of batches of claims, often representing hundreds of Sunrise’s Medicare claims. Despite exhausting all escalation efforts, ultimately, the claims had to be put on hold for months, which directly led to approximately \$200,000 in AR to be unavailable for physician dividends, payroll, etc.

“To make matters worse, proper training and service follow-through were not handled effectively, making resolution near impossible,” says Scott. “Reaching live tech support was an arduous and frustrating undertaking without an assigned support analyst or system to log calls. Sunrise had no choice but to take matters into their own hands and babysit their claims until the errors were fixed.” In desperation mode, Sunrise had to drop their claims to paper in hopes of any payment. “I was forced to act as my own RCM solution from step A to step Z to bring in some form of payment,” explains Scott. Unfortunately, the requirement to send electronically prevented much success.

AT A GLANCE:

The Challenge Prior to Partnering with GHN -

An exclusive recommendation of two different competing RCM solutions created continuous challenges, such as poor implementation processes, lagging efforts and spotty processing of batches of claims, resulting in approximately \$200,000 in AR to be unavailable.

The Solution -

GHN-Online’s 360 degree revenue cycle solution proved to be a competitive advantage.

The Results -

Just hours after implementation, residual issues were dealt with quickly, and training and follow-through improved 100 percent. Claims were adjudicated in a matter of days, not months.

“At this point, timely filing issues with payers was perceived by investors as a facility issue rather than a payer issue,” says Scott. “Additionally, the overall patient experience was greatly affected by inefficient billing processes. Not only was Sunrise’s operations at risk, but their return business was at risk, too.” By the time some elderly patients received their EOB statement, they had even forgotten about the particular procedure that was performed. Even those that understood that they were responsible for the remaining amount in the delayed statement, their final interaction with the office was upsetting and jeopardized their decision to return in the future if the need should arise. “Through the chain of issues, the big question stuck in the minds of Sunrise employees: ‘Why wasn’t GHN recommended a long time ago?’, especially after we realized that GHN-Online is the gold standard in the ASC market,” questions Scott.

The Solution

At the point of desperation with working capital, Sunrise was in great need of a proven and comprehensive solution with an effective and competent team behind it. Sunrise discovered that compared to any other option, GHN actually has hundreds more clients using their same practice management system. The wealth of interfacing, payer and industry experience GHN offers has given Sunrise a true competitive advantage. The center turned to GHN-Online’s 360 degree revenue cycle solution to help them regain solid financial ground and pave the way to maximum efficiency in cash management.

The Results

Within a few hours of the initial GHN implementation process, Sunrise has realized significant benefits from GHN’s comprehensive and intuitive solution. “Residual issues were dealt with quickly, with no more interruptions,” says Scott. “Training and follow-through improved 100 percent with GHN. GHN’s daily navigation and claims processing was much simpler and user-friendly for our team.” Sunrise was able to submit claims to payers, without any challenges or delays at all. With GHN’s new partnership, Sunrise’s revenue cycle was quickly streamlined. “We no longer faced the challenge of fixing payer specific issues on our end,” says Scott. “Because of GHN’s depth of experience with industry- and payer-specific business rules, edits and a comprehensive scrubbing capabilities, claims are now adjudicated in a matter of days, not months.”

About GHN-Online

GHN-Online, Inc., healthcare’s leading provider of real-time claims management and end-to-end transaction processing solutions, delivered the industry’s first Internet-based preadjudicated claims management tools. HIPAA-compliant and enterprise-class, GHN offers the simplest and fastest claims-to-cash solution, anywhere™. With an open architecture that easily integrates all stakeholders in the healthcare reimbursement model, GHN solutions drive a 100 percent claims acceptance rate. GHN’s intuitive and format-agnostic capabilities enable instantaneous, complete and accurate electronic claims transactions for thousands of healthcare payers and providers throughout North America. Founded in 1999, GHN-Online is headquartered in Dallas, Texas. For further information contact sales@ghnonline.com or call 214.696.5717. URL: www.ghnonline.com.

“Why wasn’t GHN recommended a long time ago?, especially after we [Sunrise] realized that GHN-Online is the gold standard in the ASC market,” says Scott.



Claims to Cash, Quicker.™

GHN-Online, Inc.
12655 North Central Expressway,
Suite 550
Dallas, TX 75243

© 2007 GHN-Online, Inc. Printed U.S.A.