**aprima™**
*Fusing innovation and care*

*AprimaRCM - revenue cycle management solution*
# MAKES YOUR PRACTICE HEALTHIER

**Experienced account managers, established processes, and class-leading software combine in AprimaRCM to increase your practice's revenue.**

> "AprimaRCM's coding, billing and collections expertise optimized our revenue. They have ensured regulatory compliance for our practice and they provide exceptional customer service."
>
> Magali Hall, MS,
> Oakridge Urgent Care, PLLC

## AprimaRCM: Boosting Income

You didn't enter the field of medicine for the joy of managing denied claims or hiring billing staff. With AprimaRCM, our revenue cycle management solution, those are just a few of the responsibilities we take on as we work to get you all the income you've earned. We hold ourselves personally accountable to see that you are paid promptly and fairly. Best of all for you: our fees are aligned with your collections - you get paid before we get paid.
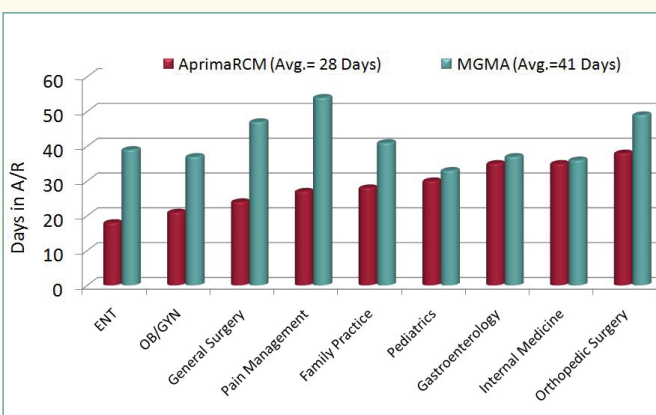
## AprimaRCM vs. Billing Services

AprimaRCM is a complete front and back office solution. Unlike a billing service, AprimaRCM incorporates everything from innovative practice management software to denied claims management, to financial management and even automated patient appointment reminder calls. All work is done in the USA.

Our automated eligibility checking greatly reduces denied claims from patients with inactive policies or who have changed carriers. If there are denied or underpaid claims, the AprimaRCM rules engine compares your payments to your insurance contracts. All denied or underpaid claims not supported by a carrier's written medical policy are appealed. From our experience, this can result in revenue boosts up to 29%.
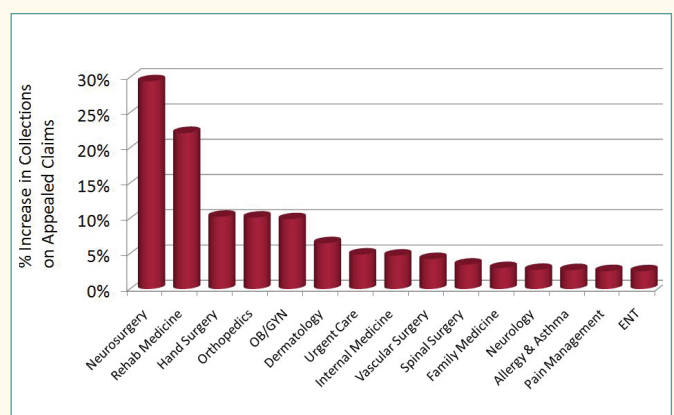
All billing services claim to deliver lower days in A/R, but most do it by simply posting payments and writing off underpayments and denied charges. We don't write off denied charges or underpayments. With AprimaRCM's integrated rules engine, we have the financial insight we need to be proactive rather than reactive – and act swiftly and diligently on that intelligence. AprimaRCM customers, across multiple specialties, frequently experience under 30 days in A/R. This is a documented 30% improvement over published MGMA survey data.

> "I have been using AprimaRCM since 2007. We have a great relationship between our staff and have been extremely pleased with the work they have done. Our A/R dropped 30% in the first 3 to 6 months. Last year was my most profitable since I started in solo-practice in 2002."
>
> Dr. Robert Wolf, MD,
> Internist



*AprimaRCM customers experience an average of 13 Days in A/R less than MGMA's industry averages.*



*Across all specialties, the average gain in collections for AprimaRCM clients is 7.9% (averaging nearly $80,000 per practice!)*

# Experienced Account Managers Make The Difference

Cash is king, but the insight you get from our account managers is priceless. With 7+ years of experience each, they drive efficiency improvements in all aspects of your revenue cycle: billing, coding, and financial forecasting. They'll make recommendations for higher reimbursements as well as educate your practice on regulatory changes that might impact you.

Low turnover among our staff means you'll develop enduring business advisory relationships. These relationships are strengthened during scheduled and impromptu meetings.

We keep our team's skills current. Our certified coders, HIPAA training and formal billing compliance programs ensure that the people working on your behalf meet OIG rules and other regulations.

> *"Our account manager knows every code that **should** be paid and doggedly pursues the carriers until we are paid. This past April when we received a check for over $2,400 from a major carrier for failure to pay a surgery code with an allowable of only $237, I knew I had made the right choice for my practice. There are a lot of billing companies, but only a few with the expertise and dedication, to appeal every wrong denial all the way to the state insurance board."*
>
> **Dr. Thomas Binzer, MD, PA, Orthopedic Surgeon**

## AprimaRCM Plus EHR

For an integrated electronic medical office solution, add Aprima™'s electronic health record (EHR). Locate everything from a patient's chart to insurance information in the same system. By documenting all services provided with Aprima's template-free, content-rich EHR, you'll finally be able to bill for all services rendered.

We even minimize out-of-pocket start-up expenses by "rolling in" the Aprima EHR cost into the AprimaRCM collection percentage! That alone should convince you that Aprima is incented to help you increase and accelerate your collections.

## Initial Meeting

Aprima's history of proven, quantified success is unmatched in the industry. When we meet, we'll explain exactly how we increase practice revenues, reduce fixed expenses and lower audit risks.

With AprimaRCM, you'll sleep well at night knowing your billing and collections are being watched over by professionals whose goals are aligned with yours.



*AprimaRCM account managers average 7+ years of experience helping practices navigate the complexities of the revenue cycle. The result? Meaningful income gains.*

Practiem Healthcare | www.practiem.com/aprima | 855-PRACTIEM