



Reliant Medical Group
Case Study



Reliant Medical Group

Company Profile

Reliant Medical Group is an independent, multi-specialty group of physicians located throughout Central Massachusetts, USA. Founded in 1929 by Dr. John Fallon, Reliant Medical Group was the first group medical practice established in Central Massachusetts. Reliant Medical Group is part of the Atrius Health family, an alliance of six non-profit community-based physician groups. Reliant Medical Group:

- A Healthcare provider that focuses on providing positive “outcomes,” not just excellent health services.
- Supports over 250 doctors and 1,700 employees across more than 20 locations.
- Named 2012 Top Workplace by Worcester Business Journal.
- Accepts all major forms of health insurance.

The Challenge

Reliant Medical Group had grown to a threshold that prevented their locally-based collections provider from delivering the necessary levels of service. They needed to find a new partner to help them collect Bad Debt accounts while maintaining delicate and valuable healthcare provider-to-patient relationships. Reliant Medical Group was also seeing increasing Bad Debt levels due to rising deductible levels and numerous healthcare insurance changes. They needed a partner that would add value by bringing creative solutions that would make an impact on their medical group bottom line – while not risking their delicate client relationships.



“Our previous provider was not equipped to handle the increasing levels of complexity of our growing health system. Our fee had to be broken out amongst each site and we needed a collection agency that could work with us to meet our changing objectives.”

**- Ilona Ryder, Patient Financial Services Manager,
Reliant Medical Group**

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As a long-time community staple, they had a high percentage of repeat patients who return to Reliant for their primary care doctors. This placed a heightened importance on a collections process that maintained patient relationships.

Technical Situation

Reliant had a complex billing environment that spanned 6 different health systems across 20 distinct locations. Their internal healthcare billing software system didn't allow for optimal setup and processing of delinquent accounts. Their previous agency, while conservative and safe, was not providing an acceptable level of return to fit within their needs as a growing health system. It was determined that there were pockets of accounts that were not being sufficiently worked due to the limitations of their local collections servicer. An internal decision was made to find a new partner with additional perspectives and solutions in the Accounts Receivable Management area.



"With I.C. System, I feel we have a true partner in the management of our self-pay receivables. I am pleased with both the financial performances as well as I.C. System's ability to address the customer service component of the collections process."

Lisa Jordan –
Executive Director
of Revenue
Operations, Reliant
Medical Group

Also, as a growing health system, Reliant desired a Collections Partner that could challenge them with a fresh and innovative set of tools to apply to their accounts. Rising self-pay receivables, Increasing copay amounts and the growing complexity of government healthcare oversight were conspiring to create a much more complex set of realities for Reliant. The prospect of applying a new leverage input to patient accounts – when called for – was something Reliant wanted to consider. But they had no room for error and wanted a partner that would safely manage their patient relationships.

Solutions

By partnering with I.C. System as their Bad Debt Medical Collections provider, Reliant realized some entirely new competencies and freedoms which were gained by adding services such as Credit Reporting to their toolkit. The patient-friendly, healthcare focused collectors at I.C. System allowed the health system to remain focused on providing world-class medical care and not attempting to perform tasks that were outside of their core competency.

"We felt that our portfolio needed a fresh set of eyes and some fairly significant strategy overhauls. I.C. System helped us by applying a new process and performing some proactive tactics. We are now realizing greater returns without any increased patient complaints or compliance concerns," said Ilona Ryder.

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Positive Outcomes

One year after applying new processes such as credit reporting to applicable patient accounts, I.C. System produced some much appreciated lifts in recoveries. Liquidation rates, when viewed one year after introduction of the new processes, (including credit reporting of applicable accounts as determined by the healthcare provider) increased by over 10.5%.



This increase to the bottom line results on the portfolio, while not negatively impacting client relationships, has made a noticeable improvement to the health system. And during the current muddled healthcare environment getting a higher percentage of patient accounts successfully resolved can cause a positive ripple effect throughout a healthcare organization.