SUCCESS STORY

# GetixHealth Increases Claim Follow-up Efficiency by 60%—and Transforms Account Representative Performance

GETIXHEALTH

**About GetixHealth**
GetixHealth is a leading provider of revenue cycle management (RCM) services to the healthcare industry. Operating as an extension of its clients' organizations, GetixHealth offers everything from management consulting and patient billing to self-pay options and insurance follow-up.

**Website**
www.getixhealth.com

**Markets Served**
RCM Services

**Solution**
Artiva Product Suite

VisiQuate

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## Business Challenge

As a leading provider of revenue cycle management (RCM) services to the healthcare industry, GetixHealth is dedicated to helping its clients increase profitability through a more efficient, robust revenue cycle. As the organization has grown, so have its challenges. The formula for maximizing clients' ROI has never been more complex. In response, the company has taken a much harder look at its operations, hoping to simplify them in ways that deliver more value.

Like many healthcare providers, GetixHealth was struggling with big hindrances on the back end of the revenue cycle. Among the biggest was a lack of visibility into insurance claims, follow-up, and denials, as well as how account representatives used their time. Based on limited insights, account representatives appeared to be working an average of five accounts per hour. Without real-time performance data, however, team leaders had no way to verify (let alone improve) these numbers.

GetixHealth was also burdened by the arduous process of account representatives self-reporting of activities, which did not always illuminate the reality of gaps in their productivity. Fortunately, the company would soon discover VisiQuate's solution to provide a whole new level of efficiency.

> "We saw huge efficiency gains in the first hour. We've since seen our newest account representatives hit the ground running... even surpassing some of our more seasoned employees. On every important measure, we continue to see results that amaze us."

Kimberlee Smallwood | Site Director for A/R Follow-Up, GetixHealth

> “We now have a better ability to monitor our work-at-home users. We can monitor in real time whether they’re on hold, connected to a call, or doing something else.”
>
> David Stuart | CTO, GetixHealth







## Results

VisiQuate's Artiva product suite delivered an immediate boost to the GetixHealth collection team. As client supervisors shadowed their account representatives on the floor, they were amazed to watch them move quickly from one connection to the next, handling five separate account statuses on a single call.

GetixHealth’s average number of accounts worked per hour has increased from five to eight. The company has also transformed performance management through its ability to track account representative activity in real time.

“We now have a better ability to monitor our work-at-home users,” says GetixHealth CTO David Stuart. “We can monitor in real time whether they’re on hold, connected to a call, or doing something else.”

“We saw huge efficiency gains in the first hour,” said Kimberlee Smallwood, site director for A/R follow-up at GetixHealth. “We’ve since seen our newest account representatives hit the ground running… even surpassing some of our more seasoned employees. On every important measure, we continue to see results that amaze us.”

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