



Case Study: Jacksonville Pathology Consultants

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*—E. Dayan Sandler, M.D.,
President,
Jacksonville Pathology*

Per-Se Technologies helps pathology group optimize revenue.

The physicians of Jacksonville Pathology Consultants understand the value of a solid, long-term relationship. For more than a decade, the seven-doctor practice has relied on Per-Se Technologies for a broad range of billing and management services.

The group, which serves five hospitals in the Jacksonville, Florida, area, depends on Per-Se to optimize reimbursements and streamline the billing process. Over the years, Per-Se has developed customized solutions that address the group's specific needs and requirements. The result has been improved revenue capture, reduced days in accounts receivable and accelerated collections. “Per-Se has been extremely effective in helping us meet a number of challenges and adjust to the unique situations the practice faces,” says E. Dayan Sandler, MD, President of Jacksonville Pathology.

Industry knowledge translates into new revenue.

Dr. Sandler and Per-Se have been able to work together to challenge

payers regarding clinical pathology rates and reimbursement.

In one case, Per-Se and Dr. Sandler were able to arrange reimbursement from a major national carrier for the professional component of clinical pathology services. The resulting contract has increased practice revenues by approximately 10 percent annually, according to Dr. Sandler.

Streamlined processes lead to revenue recovery.

Beyond the improvement of practice revenue, Per-Se has been instrumental in streamlining business processes across the practice's operations. Dr. Sandler says, “For example, Per-Se led the initiation of accession reporting at all five of the group's hospital clients.” This effort helped ensure that the hospitals' information systems were able to capture all relevant patient demographic information and charge codes.



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Per-Se also helped convert system interfaces between the group and the hospitals from weekly to daily to generate claims quicker and speed reimbursements.

Per-Se has also been instrumental in recovering lost revenue for the practice. During implementation, the company meticulously pursued interfacing capabilities with the hospitals that Jacksonville Pathology serves, resulting in the capture of accurate and complete charge and demographic data. More than \$500,000 in anatomic gross charges were identified, that had not been billed because of an internal computer error at one of the hospitals.

Specialization drives service excellence.

Per-Se's Charleston, South Carolina billing office is a center of excellence specializing exclusively in pathology billing. The center processes an estimated 15 million procedures annually and collects approximately \$607 million in pathology revenue on behalf of its clients.

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“Our experience indicates that Per-Se has the capability to provide excellent customer service regardless of where the billing is actually handled,” Dr. Sandler says. Additionally, Per-Se has provided modality and statistical data reports that have aided Dr. Sandler in making well-informed business decisions.

Continuing education improves coding and reduces risk.

“Another key benefit of the relationship,” Dr. Sandler says, “is the regular, on-going educational support Per-Se provides in the areas of physician coding, compliance and payer guideline issues. This on-site assistance helps ensure that physicians are coding properly and

optimizing revenues in the fast-changing managed care arena.” Coding remains a critical area within pathology due to risks and potential liabilities associated with errors.

Per-Se has performed coding audits to verify that all pathologists in the group share the same understanding and are compliant in their coding.

According to Dr. Sandler, Per-Se delivers benefits to the practice at every level. “Not only do they provide us with insight into ways we can improve the practical, day-to-day aspects of our business, but they also possess a great deal of strategic knowledge drawn from their observations of best practices in place with other Per-Se clients nationwide,” says Dr. Sandler.

“This combination of tactical and strategic guidance is invaluable in helping us grow our business.”



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