



## Customer Success Story



Practice Management Resource Group (PMRG)  
Pinole, California

### Billing Service Profile

#### Business Differentiator:

Highly respected consultancy/billing service provider to ophthalmology practices, with additional expertise in other selected specialties, including urology, dermatology and cardiology.

#### Technology Profile:

AdvancedMD billing and practice management systems running in hosted environment. Users access the system securely through a browser in the office and remotely from home, hospital, or on handheld devices virtually anywhere. PMRG has aggregated visibility into all aspects of business performance through AdvancedMD's dashboard feature.

#### Business Highlights:

Built on 15 years of successful consulting expertise, the company provides its clients with a high level of expertise in managing their practice and revenue cycle.

### Abstract:

For over 15 years, the founder of PMRG had run a highly successful medical practice consulting service focused on ophthalmology specialists. More recently, PMRG launched a complementary billing and practice management service to further extend its reach within its client base. As the firm grew, its existing software platform proved inadequate from a claims processing and management reporting/control standpoint. Compounding the problem, the software vendor was acquired, which led to exorbitant upgrade costs. As a result, PMRG began a search for a replacement system, culminating in the selection of AdvancedMD. The new system provides significantly improved claims handling, problem resolution and management reporting/control, at a cost that has been returned many times over through increased efficiency and cash cycle improvement. What's more, the firm is strongly positioned for growth and is comfortable in the knowledge that the AMD platform can easily accommodate that growth.

# Ophthalmology-focused Billing and Practice Management Service Solves Claims Processing, Reporting and Control Issues with AdvancedMD

## The Problem

For 15 years, prior to founding PMRG in 2003, Ron Rosenberg built a highly successful consulting practice focused on ophthalmology specialists. With its strong consulting background and high profile in the ophthalmology space – the firm is a standard fixture and frequent invited speaker at the American Academy of Ophthalmology annual conventions – they had a head start in rolling out billing and practice management services to that specialist community. The company began servicing its first clients in 2004 with a web-based Advantix billing system from Source Medical.

The Advantix system worked fine early on, but eventually several serious drawbacks pushed PMRG to look for an alternative technology solution. While adequate from a web-based access standpoint, the system lacked important billing functionality that would enable PMRG to effectively process clean and complete claims. Additionally, each client was man-

aged on the system as a separate unit with no ability to aggregate data from an overall management standpoint. "The lack of visibility across clients was a major, major drawback of the system," said Curt Hill, CEO of PMRG. "The way the system was architected, it was something that just couldn't be done."

The biggest issue with the system arose when Source Medical sold the Advantix product line to AllScripts. That created both a cost and a future operational unknown, specifically the lack of a clear support plan for the Advantix platform represented too great a risk for PMRG. "We looked into migrating the system to AllScripts, but it was absurdly expensive," said Hill. "We knew that at some point, AllScripts would de-support the Advantix platform. They would stop development and it would go away. We had to find another solution."

## The AdvancedMD Solution

PMRG management began a search for a replacement solution that would address its drawbacks. An industry colleague, who “had incredibly good things to say about the company,” according to Hill, pointed them toward AdvancedMD. The team also evaluated several other systems, including stand-alone billing solutions.

As Hill and his partners thoroughly evaluated the alternatives, they found AdvancedMD had a strong feature set and strong fit with their business model and key selection criterion. “Our operations partner looked at it and liked what he saw,” said Hill. “He determined that it would cost more money than our current system, but that we could more than make up for it in improved efficiencies and effectiveness.” PMRG’s consulting expert,

who is very familiar with practice management systems, also evaluated it and didn’t find any drawbacks.

Ultimately, PMRG implemented AdvancedMD practice management and claims/billing solution as their company’s new technology platform. While the conversion wasn’t without challenges, the end result has been highly positive. “The conversion was painful in some ways, and we had to deal with some unanticipated challenges,” said Hill. But, he noted, it was worth it. The web-enabled claims scrubbing and clearinghouse integration, as well as the management dashboard enabling a view of all operations, were especially compelling features.

## The Outcome

PMRG’s conversion to AdvancedMD has provided the company with the depth of sophisticated claims processing and billing features required to provide exceptional service to its demanding specialist clients. Additionally, the data visibility native to the system has provided client and PMRG with management control options not previously available.

### Submit Clean, Fix Fast

The AdvancedMD CleanClaims™ process sophisticated scrubbing techniques that maximize the probability that claims will be submitted correctly (“clean”) the first time. This includes the ability to tune, refine and customize the claims processing components to better support specific code combinations relevant to ophthalmology and other specialties. “The tight, seamless integration with the clearinghouses has been phenomenal for us,” said Hill. “The claims processing is far superior.

We know our claims are going out cleaner, and we’ve got better insight into what’s going on with the exceptions.”

The integrated and automated statements feature is also a big plus for PMRG. “I’ve been able to automate all my patient statement processing – it’s all integrated with the system,” said Hill. “That’s really sweet.”

### Dashboard Control

Of all the features lacking in the previous system, the dashboard view of aggregated business data across multiple clients is probably the most important addition that AdvancedMD has brought to the firm. As a centralized, hosted system, it allows views of key data and reporting not only at the individual practice level, but aggregated across PMRG’s entire client base. “I love the centralized dashboard,” said Hill. “With Ad-

vancedMD, I can aggregate and see what is going on with all my clients from one place. It makes management reporting and oversight much, much better.” Hill indicates that this was one of the key decision criteria for moving to AdvancedMD.

### SaaS and the Future

With a new infrastructure efficiently processing and managing the current client base, PMRG has its sights set on expanding the business, knowing that the AdvancedMD system will scale effectively. “I’m a huge advocate of SaaS and cloud computing, having come from that industry prior to PMRG. I think it is the future of computing,” said Hill. “We are pretty virtual with our other systems, doing more and more in the cloud with our clients. AdvancedMD represents a key piece of that puzzle now and into the future.”

## Bottom Line

The move to AdvancedMD has brought significant improvements to many key areas of PMRG’s operations, as well as the ability to grow with PMRG as it expands its

client base. “But by and large, I’m very glad we made the move,” said Hill.

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**Curt Hill**  
CEO PMRG