

Lizabeth Riley, MD

Communication Services Provide Missing Link for Successful Small Practice

At a Glance

CLIENT

Lizabeth Riley, M.D., P.A.
Houston, TX*

ORGANIZATION

- ▶ 1 physician, 1 physician assistant, 4 staff
- ▶ 670 Patient Visits per Month

ISSUES

- ▶ Logistics of setting up a solo practice after working in a large medical center
- ▶ Need to rapidly implement a PMIS system to generate revenue quickly
- ▶ Need to limit overhead but provide patients with full range of services

SOLUTIONS

- ▶ athenaCollectorSM
- ▶ athenaClinicalsSM
- ▶ athenaCommunicatorSM

RESULTS**

- ▶ Quick PMIS implementation with rapid revenue generation
- ▶ Days in Accounts Receivable (DAR) only 19 days
- ▶ 94% of claims resolved upon first submission



Helping a Solo Practice Punch Above Its Weight Class

When Dr. Lizabeth Riley, a family practitioner in Houston, TX, made the decision in August of 2009 to serve as a beta practice for athenahealth's new patient communication service, athenaCommunicator, it was just the latest step in a series that has made her small practice both financially successful and more patient-centric.

Dr. Riley took the first great leap more than three years ago when she left her position as an employee of a large southern medical center to establish a solo family practice. To succeed, she knew she would need a billing solution that could be set up quickly and generate revenue just as fast.

That is when she turned to athenahealth, a company whose combination of robust back-office services, intuitive web-based software, and clinical and payer intelligence enables clients to easily manage scheduling and billing; monitor productivity, utilization and cash flow; and better handle patient encounters — without costly setup costs or upgrades.



Exceeding Expectations by “Leaps and Bounds”

First up was athenaCollector, athenahealth's billing and practice management service. It was fully in place in July 2007 when Riley opened the doors to her new practice.

Riley had high expectations of athenaCollector's ability to perform, and she is pleased to report it has exceeded them — by “leaps and bounds.” Just as she hoped, the system was operational very quickly, filed claims efficiently and correctly, and contributed quickly to growing her bottom line. Her First Pass Resolution Rate is 94%, so there is no costly filing and re-filing of claims, and her Days in Accounts Receivable are down to 19 days.**

So, in March of 2008, Riley took the next logical step and launched athenaClinicals, athenahealth's unique, web-based approach to electronic health records, which delivers greater clinical control and insights to medical practices while boosting efficiency and revenue potential.



Patient Communication Services Saving Time and Money

The success of athenaClinicals in driving new efficiencies into her clinical workflow made her jump at the chance, in July of 2009, to be a beta client for athenahealth's latest offering, athenaCommunicator. This on-demand, automated, and live communication service, which was fully released in March

2010, supports and streamlines patient-physician interactions outside the exam room. “It has made the whole office experience better for everyone. We can concentrate on the patient who is there in the office instead of spending time on the phone.”

With ReminderCallSM, patients receive automated phone calls regarding future appointments, which can easily be modified if special instructions are needed. Dr. Riley’s office typically generates more than 2,000 reminder calls a month, so this is a great time and money saver. Even better, the same type of reminder can be sent via email, which more and more patients prefer.

Web Portal Giving Patients On-Demand Access to Lab Results, Scheduling

ResultsCallSM, an athenaCommunicator feature, alerts patients by phone or email when lab results are available. Patients can then either call to obtain the results or log in to the office’s new secure Web portal to retrieve them. “My patients love this feature — especially the ability to retrieve lab results through our portal.” The online portal also gives patients 24-hour access to appointments, plus the ability to review health and insurance information, update demographic information, and make payments.

All in all, leaving the security of a large practice to become an independent practice can seem overwhelming. But Riley did her homework and chose her partner well. “I’m on my own now, with a complete door-to-door system at my fingertips. I am certain I would not be at the point I am today without all the advantages athenahealth offers.”

- * Lizabeth Riley, MD. participates in athenahealth’s National Showcase Client Program. For more information on this program, please visit www.athenahealth.com/NSC
- ** These results reflect the experience of this particular practice and are not necessarily what every athenahealth client should expect. In Q4 2009 athenahealth average client Days in Accounts Receivable (DAR) was 38.5 days, average client First Pass Resolve Rate was 93.5%, and average increase in collections was 6.5%.
- *** athenaCommunicator data was gathered during our beta testing period, prior to full release to the general public.



there is a better way

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At athenahealth, we know that every practice is unique.

Contact us to find out how we can help you.

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