

## CASE STUDY

# Reviving Financial Health with Expert Revenue Cycle Management

**72%**

**Reduction in Days  
A/R (122 → 34 days)**

**520%**

**Increase in Days Cash  
on Hand (9 → 56 days)**

**110%**

**Growth in Cash Receipts  
(\$10.7 M → \$22.5 M)**

## Overview

CPa Medical Billing (CPaMB), a GeBBS Healthcare Company, stepped in to stabilize a client whose internal billing team had fallen months behind. With just nine days of cash on hand and an average of 122 days in accounts receivable, the practice faced critical cash-flow and staffing challenges. CPaMB was first engaged as a consultant to identify and remediate core billing issues; after two months of marked improvement, the client entrusted their full revenue cycle to CPaMB's dedicated team.

## Opportunities & Challenges

- Inefficient charge-entry workflows leading to delayed recognition of services
- Backlogs in EOB payment and denial postings, hampering revenue collection
- Minimal A/R follow-up, resulting in aging receivables
- Provider credentialing and prior-authorization lapses causing claim rejections
- Untimely provider sign-off on documentation and charges

# Solutions

CPaMB's certified team—leveraging deep expertise with GE Centricity Practice Solution—implemented a two-phase approach:

- 1. **Assessment & Onboarding**
  - Mapped and reengineered electronic charge-entry processes for same-day capture
  - Established daily posting routines for remit payments and denials
  - Instituted a 24-hour review protocol for all denials and rejections
  - Coordinated with clinical staff to streamline referrals and prior authorizations
- 2. **Full-Service Outsourcing**
  - Transitioned all RCM functions to CPaMB's offshore/onshore resources
  - Deployed ongoing performance monitoring, continuous training, and quality audits
  - Integrated real-time dashboards to track key metrics (A/R days, cash receipts, denial rates)

# Results

Metric	Before CPaMB	After CPaMB	Improvement
Days A/R	122 days	34 days	−72 %
Cash Receipts	\$10.7 M	\$22.5 M	+110 %
Days Cash on Hand	9 days	56 days	+520 %

Within two years, CPaMB's targeted interventions drove dramatic financial recovery—despite unchanged patient volumes—directly attributable to optimized workflows, rigorous follow-up, and end-to-end RCM management.

# Conclusion

By transforming billing processes and assuming full ownership of the revenue cycle, CPa Medical Billing restored cash flow, slashed A/R days, and eliminated HR-related staffing burdens. The client's financial position not only stabilized but flourished—validating CPaMB as a true extension of their team and a strategic partner in practice success.