

CASE STUDY

Optimizing Revenue Cycle Management for a **Dermatology Center**

64%

**Reduction in Days
A/R (45 → 16 days)**

11%

**Increase in Cash
Receipts (1.5M → 1.7M)**

99%

**Charges Captured
within 48 Hours**

Overview

Advanced Dermatology needed a seamless transition when its incumbent billing vendor retired. Though the practice appeared financially stable, CPa Medical Billing (CPaMB), a GeBBS Healthcare Company, was engaged for a 30-day performance optimization assessment and full RCM takeover. Integration with the EMA (Modernizing Medicine) EMR was completed within the first month.

Opportunities & Challenges

- **Fragmented Charge Capture:** Manual workflows delayed electronic entry
- **Posting Backlogs:** Remit payments and denials posted irregularly
- **A/R Follow-Up Gaps:** Aging receivables lacked proactive management
- **Inconsistent Billing Cadence:** Billing procedures were not standardized

Solutions

CPaMB deployed a focused, two-phase approach:

- 1. **Assessment & Onboarding**
 - Conducted a detailed workflow audit to map charge-entry and posting processes
 - Integrated practice data into EMA and established daily data feeds
- 2. **Process Optimization & Ongoing Management**
 - Streamlined electronic charge capture, enforcing a 48-hour submission window
 - Instituted daily payment and denial posting routines
 - Implemented a 24-hour denial review protocol and proactive A/R outreach
 - Provided continuous training and performance monitoring for the billing team

Results

| Metric | Before CPaMB | After CPaMB | Improvement |
|---------------|--------------|-------------|-------------|
| Days A/R | 45 days | 16 days | –64% |
| Cash Receipts | \$1,517,889 | \$1,696,538 | +11% |

Within 30 days, CPaMB’s targeted interventions uncovered hidden inefficiencies and unlocked new revenue—despite no change in provider count.

Conclusion

By standardizing workflows and assuming full ownership of RCM, CPa Medical Billing delivered immediate and sustained financial gains. Advanced Dermatology now benefits from optimized cash flow, minimized A/R days, and a fully outsourced billing partnership built for long-term success.