

# Digital Transformation Helps Premier Surgical Drive Practice Efficiency & Revenue

Provider Count: 29 | EHR: Greenway Intergy | Locations: Knoxville, Tennessee & Six Others

Premier Surgical Associates is the region's largest surgical group. With a growing patient community, Steve Cruze, the Chief Operating Officer, felt that the manual processes were limiting their ability to serve the patient population. The operational challenges were many:

- ▶ Paper records restricted access to patient information. This resulted in time-consuming scanning efforts and manual duplication
- ▶ Mailing paperwork to the patients increased operating costs. But the whole effort and cost got wasted when the patients didn't return the forms
- ▶ The staff was always in a hurry, and the ever-increasing human errors led to costly denials
- ▶ The front office staff wasn't comfortable making financial conversations. At times, they missed collecting co-pays, co-insurance, and balances

But the big push to adopt a digital solution came when Cruze reviewed the patient satisfaction survey results. Most respondents wanted digital convenience, and being a patient-centric facility, they couldn't ignore such expectations.

## Digitizing intake to eliminate manual screening efforts

50% of patient wait times were due to manual screening efforts and back-and-forth communication with Certified Medical Assistants (CMAs)

With CheckinAsyst's pre-visit registration, the clinic realized it could **cut down 75% of pre-screening efforts**. Patients could complete the intake forms at home using their mobile devices.

This meant, the front office staff had access to the intake data even before the patients arrived at the clinic.

Earlier, when patients arrived at the clinic, they struggled to comprehend the staff's illegible handwriting in paper forms. By moving towards the iPad check-in mode, the clinic improved the check-in experience, particularly for the Medicare population.

One of the biggest productivity drainers for the staff was the manual task of organizing, managing, and scanning close to 60 packets of patient data daily. With the digital intake solution, this was no longer a challenge.

## Driving practice efficiency with clinical integration

“Earlier, our staff would do all the paperwork and dump individual medical history data into the EMR templates. With CheckinAsyst's clinical integration, whenever patients provide their clinical history, it goes right into the EMR. The time savings allowed the staff to take up additional duties.”



**Steve Cruze**  
Chief Operating Officer,  
Premier Surgical  
Associates

The bi-directional integration with the practice's EMR ensured that the clinical history captured during check-in got updated to the patient charts. This decreased 90% keystrokes and scanning efforts. In fact, the CMAs could fill the exam room faster as the surgeons had quick access to patient information.

The digital adoption left no room for manual errors anymore. UMC could now minimize costly claim denials from data inaccuracies.

## Boosting revenue collection with transparency and flexibility

With CheckinAsyst's eligibility verification, the staff had access to accurate co-pay, deductibles, and co-insurance information, which helped them ask the right financial questions. They could also urge the patients to pay up via convenient modes like:

- ▶ Web payment across Premier's seven service locations
- ▶ Payment via an online link during pre-visit registration or payment reminders
- ▶ At-facility payment using card swipe devices
- ▶ 12-month payment plans

**As a result, Premier Surgical saw a significant 30% increase in revenue collection**

Initially, Premier Surgical mailed payment receipts, which took a considerable amount of paperwork. With CheckinAsyst, the clinic could email payment receipts to the patients and even their internal staff, saving both time and postage costs.

## Streamlining appointment reminders for better savings

The clinic created an effective cadence of appointment reminders that persuaded patients to show up and complete the intake forms before their visit. The staff also sent group reminders to patients who had multiple appointments for a day.

**Patient no-shows decreased by 2.3% resulting in \$6000 savings per month**

## Bilingual support for stress-free intake

Premier Surgical had a large population of Spanish-speaking patients. Earlier, they needed a full-time bilingual translator to help patients understand questions and gather data. With CheckinAsyst, patients could view and answer forms in their preferred language - Spanish or English.

Patients welcomed the digital process. Compliance in completing intake forms and satisfaction scores showed clear signs of improvement. When asked about how CheckinAsyst helped the clinic during this manual-to-digital transition, Cruze has a satisfactory smile before he answers,

*"Our implementation team was spot on. We implemented CheckinAsyst by going live with one clinic at a time. Each clinic would discover better ways to integrate and roll out the workflow. For every change we made, it was met with patience and a "Can-Do" attitude."*

## About HealthAsyst

HealthAsyst has been providing innovative solutions to the global healthcare industry since 1999. It is a SOC 2 Type II compliant organization that develops solutions to enhance patient experience, care quality, and operational efficiency. CheckinAsyst is a digital patient intake and communication platform from HealthAsyst.

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