

At A Glance

• Client

- Founded in 1985
- Over 350 physicians
- Arizona's largest physician group

• Challenge

- To obtain technology that would make it easier to access data quickly and accurately from the group's PM system
- Ability to respond more quickly and comprehensively to information requests

• Solution

Anodyne Analytics™ -

a user-friendly, web-enabled, ad hoc analysis application, delivered through an "on-demand", monthly subscription fee model

• Results

- Increased net collection rates
- Compressed data analysis cycles
- Improved overall financial performance
- Increased productivity of management team

"UPH chose Anodyne because its business model is the best match for our needs. Our department administrators have an effective and user friendly tool to conduct timely data analytics on their accounts receivable and to respond to requests from physicians about practice patterns."

- Sue Irwin, Director
Revenue Cycle Management

Client

University Physicians Healthcare is a nonprofit corporation founded in 1985 as the medical practice of the physicians of The University of Arizona College of Medicine. Together with University Physicians Hospital, The University of Arizona and University Medical Center, UPH cares for patients, educates medical students, trains physicians and conducts clinical research. With over 350 physicians (many listed in The Best Doctors In America), 260 nurses and 1,250 staff, UPH is Arizona's largest physician group.

Challenge

As the Director of Revenue Cycle Management, Sue Irwin was faced with an ongoing challenge to obtain quick and accurate data out of the group's practice management system, GE/IDX Flowcast, whether it was for AR analysis, physician productivity, reimbursement patterns or myriad other subject matter areas. The CFO was equally concerned about the ability of the Central Business Office to respond to requests for information from the Board of Directors and its various committees, as well as inquiries from practice administrators and physicians. Obtaining data out of IDX or the data warehouse was difficult and cumbersome, and typically required data experts with advanced skills to write DBMS queries and related activities. Further, there was nearly always a considerable delay between the time a report request was submitted and when it was fulfilled. The CBO had a goal to be more responsive to its constituents and to be more nimble in analyzing AR data, and set out to meet that challenge.

Solution

In 2006, Ms. Irwin attended a presentation conducted by Michael Funk, CEO of Anodyne Health, in which he demonstrated the features of the Anodyne Analytics™ application. Ms. Irwin was particularly intrigued by the user friendly nature of the application, the graphics (since pictures are worth a thousand words during a discussion with physicians), and the ease of drilling down on specific dimensions within the dataset itself. Ms. Irwin and Mr. Funk met on several occasions afterwards, where Ms. Irwin and her team learned even more about the power of Anodyne Analytics™ and she became convinced it would meet their needs. An agreement was executed, and UPH went live in March 2007. Ms. Irwin states: "UPH chose Anodyne because its business model is the best match for our needs. Our department administrators have an effective and user friendly tool to conduct timely data analysis on their accounts receivable and to respond to requests from physicians about practice patterns, reimbursement trends, and many other dynamic aspects of the medical group."

Results

UPH initially rolled out Anodyne's web-enabled solution to three departments plus the CBO management team to "test the waters" before rolling it out organization-wide. These department practice administrators were so impressed that they became "cheerleaders" for the project, and it was subsequently rolled out to the remaining departments. Practice administrators found that they were able to increase their net collection rates, quickly obtain productivity data for their physicians, and improve the overall financial performance of their departments. The CBO has been far more efficient and responsive to requests for information and the management and reporting team has significantly increased its productivity. In all, Anodyne Analytics™ has been hailed as a powerful solution to obtain actionable data for the benefit of UPH.