

Case Study - ApolloMD

Organization

ApolloMD is one of the most successful firms in the clinical outsourcing services industry, with over 2,500 providers treating millions of patients in a variety of medical specialties such as emergency medicine, anesthesia, radiology, hospital medicine, intensivist, rehab and palliative care.

Challenge

ApolloMD grappled with consolidating data from multiple, disparate information systems across hundreds of hospital partners and care locations. Clinical documentation and medical record data had to come together and be reliably touched by multiple people and departments to properly complete professional fee coding and billing for ApolloMD physicians.

Solution

In 2002, ApolloMD partnered with LightSpeed Technology Group to deploy LightSpeed's VeriDOCs platform. Since then, LightSpeed has helped manage all the technology components, information inputs and system interfaces across geographically distributed hospital locations with a variety of proprietary applications, to ensure consistent and compliant coding according to ApolloMD's central business office's standards. VeriDOCs provides the single, centralized and unified coding workflow that ApolloMD needed.

Results

With LightSpeed Technology Group managing the technology components, Apollo MD:

- grew business from sixteen thousand annual encounters to three and a half million annual encounters over a period of 16 years
- employed a single, consolidated coding and billing platform (VeriDOCs) across each physician practice supported, regardless of hospital feeder system or IT challenges
- improved both coder and physician satisfaction through real-time reporting
- relieved IT burden of receiving and collating electronic documents needed for coding and billing from over 100 hospital locations

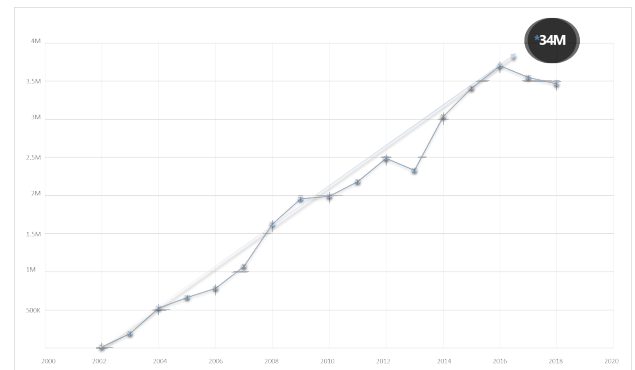
Large Physician Services Provider Relieves IT Burden while Cutting Cost to Code

ApolloMD is one of the nation's largest providers of integrated medical services for hospitals and health systems in the U.S. With over 2,500 physicians across five specialties, and a keen focus on quality, the company treats 3.9 million patients annually and processes 250,000 coding and billing encounters per month. ApolloMD's biggest pro-fee billing challenge was finding a way to ensure coding efficiency, consistency, accuracy and compliance from a centralized location despite hundreds of hospital partners sending in disparate clinical documentation and medical record data.

"We work with over 100 hospitals, and there is a lot of room for technology glitches, lost documents and many other issues," says Amy Katnik, Chief Operations Officer, ApolloMD. "Our time sensitive coding and billing process must be monitored continually throughout the month. LightSpeed keeps all of the necessary data flowing, watches workflow and keeps our coding costs within budget."

Over the years, the ApolloMD and LightSpeed partnership has achieved a dramatic increase in encounters. In 2002, LightSpeed processed approximately 16,000 visits for ApolloMD, 2 million in 2010, and in 2018, a total of 3.5 million visits were processed through the LightSpeed workflow.

Annual Encounter Growth



Gain Control Over the Front End

ApolloMD relies on the LightSpeed Technology Group to provide tools and interfaces necessary to achieve secure and appropriate document management. In 2002, ApolloMD retained LightSpeed Technology Group to manage all aspects of chart management, including physician deficiencies, hospital integration and IT-related issues from the integrated systems. And they have been partners ever since.

LightSpeed's ability to centralize information and provide full record management services with real-time provider feedback helped ApolloMD gain control over the front end of its professional fee coding and billing service, using the following reporting strategies:

- **Workflow Oversight** - Reports provide overview access to workflows and allow for granular access to account data such as patient demographic data, patient medical records, coding data, detailed history on the account and log reconciliation.
- **Deficiency Reporting** - Reports on documentation issues that prevent an account from being coded or billed.
- **Timely Notification** - Alerts inform providers of documentation gaps, coding queries and missing notes for compliant coding.

With LightSpeed's VeriDOCs system, ApolloMD can locate each chart across the front end of the revenue cycle. ApolloMD receives insight into the total number of incoming, completed and billed charts.

"LightSpeed's reports are easily accessible, web based and exportable," explains Casey Crane, executive vice president, front-end billing operations, "Data is always available, and there is a high level of security and redundancy with daily backups."

According to Ben Bohlen, operations manager at LightSpeed, the company coordinates with all the various IT departments at ApolloMD locations to establish a secure data capture process. "With our VeriDOCs platform, we have the ability to pinpoint the exact location of any moving data at any given time," he says. "In addition, we can drill down and identify bottlenecks in the system to troubleshoot and notify the proper channels to remedy issues immediately."

Keep Data Flowing

Electronic Health Record (EHR) integration represents one of the most significant IT challenges facing physician services providers today. Hospitals and medical groups often have multiple systems, each sometimes requiring manual intervention to transfer documents and data from system to system. This practice of siloed systems typically leads to processing delays and increased labor expenses due to duplicate efforts when the proper integrations between hospitals and physician services providers are not in place.

VeriDOCs from LightSpeed helped ApolloMD through these and many other challenges with a combination of standardized workflow, high-touch partnership and customized ancillary solutions such as:

- Continuous data integration with new and varying sources
- Helped manage transition to multiple billing system
- Custom data extraction tools to support data warehouse and other initiatives
- Meaningful reports that help drive productivity and business focus

With ongoing growth of ApolloMD's specialties and business model, the company has been able to easily integrate with LightSpeed's VeriDOCs solutions for each of the physician practice groups and hospitals it supports.

Increasing Revenue Cycle Performance and Provider Satisfaction

ApolloMD now uses LightSpeed's VeriDOCs workflow technology to continually improve coding compliance and clinical documentation, ensuring proper reimbursement for every encounter. With LightSpeed's support, the organization has grown its business from 16K to 3.5M encounters over the past 16 years while also boosting physician satisfaction across 100 hospital locations.

Finally, ApolloMD's administrators value real-time visibility into missing documentation, delayed data and feedback from the providers. The partnership has been a true win-win for all involved.

To find out more about LightSpeed's revenue cycle and coding services, please visit www.lightspeedinc.com, call (919) 259-0550, or email info@lightspeedinc.com.

¹Hickerson, W. D. (2019, March). Overcoming the Top 3 IT Challenges in Physician Practices. RCM Advisor, 28-31.

LightSpeed Technology Group

(919) 259 0550 | www.lightspeedinc.com
info@lightspeedinc.com