



# ADVANCED MEDICAL IMAGING RADIOLOGIC SERVICES DENVER, CO



## CLIENT PROFILE

### Client demographics

Advanced Medical Imaging  
Denver, CO  
Radiological Services  
Est. 1991  
25+ Providers

### Situational analysis

Seeking additional solutions to support and improve understanding of patient responsibilities and collection of balances

### Results

- Increased point-of-care patient collections by 315%
- Streamlined processes and improved workflows
- Improved patient visibility to out-of-pocket costs

**A**dvanced Medical Imaging (AMI) offers a full range of diagnostic imaging and intervention services in the metro Denver, Colorado area.

Professional services are provided by Colorado Imaging Associates, a group of radiologists who have provided services at St. Anthony Hospitals since 1957 and founded Advanced Medical Imaging in 1991.

Each physician is board-certified by the American Board of Radiology and as a group they have interpreted over 100,000 MRI examinations.

### Challenge: Multiple offices, low collection of patient responsibility balances

AMI has been a partner with ZirMed since 2007, utilizing several revenue cycle management solutions including:

- Claims Management
- Electronic Remits Advices
- Eligibility Verification
- Electronic Statement Delivery
- Coding Tools
- ZPay Collect

Like many other successful practices, AMI is always looking for ways to streamline processes and improve efficiencies and

cash flows. Recently, they took on an effort to create a more proactive patient collections process, by looking at ways to capture patient responsibility faster and sooner—maybe even before the delivery of services.

They chose ZirMed's Patient Estimation solution to estimate patient responsibility and collect at or before point of service.

Recently, ZirMed talked with Jyl Nieto and Diana Roldan of AMI to ask them about their experience with ZirMed Patient Estimation.

### AMI Patient Responsibility Pre-Visit Collection Process



#### 1 Create estimate

Run patient estimation and eligibility verifications



#### 2 Contact patient

Verify appointment and inform patient of patient responsibility balance



#### 3 Collect payment

Collect patient responsibility balance or establish a payment plan



## THE PATIENT ESTIMATION ADVANTAGE

**Q: What was AMI's patient estimation process before ZirMed Patient Estimation?**

**A:** Advanced Medical Imaging (AMI) was not running patient estimations before January 1, 2013, nor asking for patients to pay patient responsibility balances before the delivery of care.

**Q: What led to AMI's decision to implement a new process?**

**A:** Patient responsibility balances are continuing to increase with high-deductible plans and the cost to collect is also increasing. We are always seeking new ways to improve our processes and cash flows.

**Q: Why did AMI choose ZirMed's Patient Estimation solution?**

**A:** AMI has partnered with ZirMed for over five years. We have always seen a positive impact on our productivity and revenue cycle. After learning about Patient Estimation we were excited to become a test site for their new solution.

**Q: What are the two biggest problems that Patient Estimation has helped AMI solve?**

**A:** We now have the ability to confidently estimate patients' responsibility balances, and ask them to pay their responsibility. The new process has increased our point-of-service collections by 315% over the same period last year. ZirMed's ZPay Collect has also made it very easy to take payments over the phone and to issue refunds when necessary.

**Q: Does AMI run an estimate for all patients and procedures?**

**A:** Currently AMI is only running estimates for patients who have advance appointments, with MRIs, CTs, pain management and biopsy scheduled procedures. We decided that since it was a new process for our staff and patients, we wanted to test a subset. We have been very happy with the results in patient estimate accuracy and the new collection process. Our next steps are to include more procedure estimates and walk-in patients.

**"In January 2013, AMI saw a 315% increase in year-over-year point-of-care patient collections."**

— Jyl Nieto and Diana Roldan  
Financial Services

**Q: Who uses Patient Estimation and how was the implementation process?**

**A:** At AMI we have a pre-certification department that runs estimates using both manual calculations and ZirMed's Patient Estimation solution. We have been very impressed with Patient Estimation because we don't have to enter our fee schedules and the estimate is both accurate and provided within seconds. The implementation was just as fast and easy. ZirMed's solutions are intuitive and user-friendly; ZirMed is one of our most trusted partners!

### About ZirMed

Founded in 1999, ZirMed is one of healthcare's premier health information connectivity and management solutions companies. ZirMed combines innovative software development with the industry's most advanced transactional network and business analytics platform to give organizations a clearer view of their financial and operational performance. ZirMed's industry-leading technology and client support have been recognized as Best in KLAS<sup>®</sup> in 2010 & 2011—modernizing critical connections between providers, patients, and payers to improve the business and process of healthcare. Our nationwide network facilitates, manages, and analyzes billions of healthcare transactions, driving bottom-line performance with clinical communications, comprehensive analytics, eligibility, claims management, coding compliance, reimbursement management, and patient payment services—including credit card processing, online payments, statements, estimation, and payment plan management. For more information about ZirMed, visit [www.ZirMed.com](http://www.ZirMed.com).