

## CASE STUDY

# Pediatric & Neonatal Specialists

Greenway® Revenue Services enhances billing operations

## Implementing GRS to tackle billing challenges

Pediatric & Neonatal Specialists, a pediatric practice in Louisville, Kentucky, faced significant billing challenges and staffing shortages that threatened its financial stability and operational efficiency. To address these issues, the practice, a long-standing client using Greenway's Prime Suite EHR and Practice Management solutions, expanded its partnership with Greenway Health in September 2023 by implementing Greenway Revenue Services (GRS) Comprehensive suite of RCM services.

The GRS team played a key role in tailoring solutions to the practice's specific needs, enhancing key performance indicators (KPIs), clearing backlogged claims, and improving denial management with follow-up reason codes (FURCs).

## Personalized support transforms billing operations

Greenway's revenue cycle services were instrumental in revitalizing Pediatric & Neonatal Specialists' billing operations. Regular meetings with the practice's staff and focused guidance on best practices were complemented by personalized support, including onsite visits and round-the-clock assistance, leading to significant improvements in the practice's overall billing efficiency.

**Dr. Brenda Osborne, President and CEO of Pediatric & Neonatal Specialists, said,** "We truly wish we would have added Greenway Revenue Services years ago."



## Significant improvements in financial health

The implementation of Greenway Revenue Services yielded remarkable results; the practice experienced a 60.4% decrease in days in A/R, a 65.3% improvement in net charges, and a 61.5% reduction in 121+ aging. These achievements not only stabilized the practice financially but also allowed it to add a new provider to the team, increasing its capacity to serve patients.

## About



**Specializes in  
Pediatrics and  
Neonatology**



**6 Providers**



**1 Location**

## Results

### Days in AR



**Decreased  
60.4%**

### Charges



**Increased  
65.3%**

### 121+ Aging



**Decreased  
61.5%**

## Expanding solutions with Greenway Medical Coding

In February 2024, the practice further expanded its suite of solutions by adding Greenway Medical Coding services, enabling them to capture cost efficiencies, improve earning potential, and collect insurance payments more effectively. The implementation of Greenway Medical Coding led to a quick improvement in the quality of coding, as the Greenway coding team immediately addressed the backlog with their expertise.

## Overcoming external challenges with GRS support

The support from Greenway Revenue Services proved invaluable during times of extreme external challenge, such as the Change Healthcare cyberattack. Dr. Osborne emphasized the critical role of GRS during this period: "If we hadn't had GRS during the Change Healthcare crisis, I don't know how we would have survived. Greenway's knowledge of the necessary processes helped us navigate the events and overcome the challenges."

### Pediatric & Neonatal Specialists see enhanced financial assessment, practice growth

Greenway's comprehensive support has empowered Pediatric & Neonatal Specialists to better assess its financial health and navigate billing challenges. The collaboration between Greenway Health and the practice demonstrates the power of a trusted partnership, tailored solutions and strategic alignment in transforming healthcare operations. These efforts have led to significant improvements in billing efficiency and set a foundation for continued growth and success.



**Partnering with Greenway Revenue Services has been a big boost for our practice. When we implemented GRS, we were struggling with staffing shortages, but their team has helped us *improve morale, alleviate workload pressures, and maintain our billing efficiency.***



— Dr. Brenda Osborne

President and CEO,  
Pediatric & Neonatal Specialists