



NetDirector
Integrate Once™

**HOW ONE COMPANY SAVED
OVER \$480,000 ANNUALLY**

HEALTHCARE CASE STUDY & ROI DATA



INTRODUCTION

American Health Imaging (AHI) began providing diagnostic imaging services in Decatur, Georgia in 1998, and has since expanded to 24 additional locations. In each area, they quickly distinguished themselves by providing excellent customer service and high-quality diagnostic imaging for patients and referring physicians. They promise a compassionate experience from a highly trained staff that strives to make every patient feel comfortable and at ease. Physicians can always rely on AHI for fast, reliable service with unsurpassed professionalism.

NetDirector specializes in connecting disparate systems and integrating disconnected data. The cloud-based integration platform has been utilized in the healthcare industry since 2015, and is a powerful new-age technology solution for long-standing challenges in healthcare such as software interoperability and meaningful use.



BOTTLENECKS AND REDUNDANCIES

Around 2014, Dan Balentine took over as the Chief Operating Officer of American Health Imaging. Balentine made it a major priority to **increase efficiency and identify where the major bottlenecks in the business processes** were occurring.

After two years in the position, it became increasingly obvious that **utilizing human labor to do benefit verification was inherently time consuming and prone to human error**. Due to the complexity of the many different insurance plan offerings, it was possible for two different employees to follow the same benefit verification process and it result in two different amounts that the patient should owe.

This resulted in **refunds on the back-end of the process, or additional invoicing**, depending on whether the verification had resulted in an overage or shortage.

AUTOMATION SAVES THE DAY

Balentine and the rest of the AHI team quickly realized that **by automating the front end of this process, it would be possible to remove the potential for error and simultaneously reduce costs.**

Ultimately, this meant fewer invoices going out, fewer refunds on the back-end, and less full-time employees being dedicated to this aspect of the business. Approximately 80% of all payers have an online benefit verification, and this meant that up to 80% could be automated and integrated through NetDirector in collaboration with HealthLogix.

This ultimately **resulted in a 30-40% increase in efficiency**, which was the goal for reduction that Balentine had set out to achieve when he first started the process of improving the workflow in the process of benefit verification and patient portion calculation.

“...AHI reduced their labor costs by approximately \$540,000 annually integrating and automating with NetDirector. This resulted in a net annual savings of approximately \$482,400.”

BY THE NUMBERS: HOW MUCH DID IT SAVE?

Front-end verification, authorization and TOS calculation occurs prior to a patient's appointment, and back-end billing and collection processes take place after the patient has been seen. Because almost every claim processed in the back-end billing, requires verification/authorization, it is safe to assume at least a 1:1 ratio of labor required on both sides of these processes. Due to canceled appointments or volume adjustments, however, it works out to approximately 1.2:1, requiring more labor on the front end than the back, as not all appointments or patients will follow through with the exam for one reason or another.

Since integrating with NetDirector, however, AHI has expanded the back-end manual billing portion by 11 full-time employees - approximately \$660,000 in labor per year in total compensation. Conversely, they have added two employees managing the front-end verification. **In this apples-to-apples comparison, AHI reduced their labor costs by approximately \$480,000 annually by integrating and automating with NetDirector.** (see chart comparison on next page).

Annual ROI Calculation for American Health Imaging

WITHOUT NETDIRECTOR	ANNUAL COST	WITH NETDIRECTOR	ANNUAL COST
Full-Time Employees Processing Verifications (\$60,000 x 11 FTEs)	\$660,000	Full-Time Employees AHI Employees working alongside NetDirector's Integration Platform (\$60,000 x 2 FTEs)	\$120,000
		Annual Transaction Fees	\$57,600
Total Estimate Cost per Year Without NetDirector	\$660,000	Total Cost per Year with NetDirector	\$177,600

Total Approximate Annual Savings: \$482,400

CONCLUSION

American Health Imaging was able to **save approximately nine full-time-employees worth of labor on the front-end of their benefit verification process thanks to integration and automation.**

This dramatically affected their ability to handle patients and physicians alike in an efficient and cost-effective manner, which is at the core of their mission as a company.

NetDirector continues to maintain their integration and improve the process for automation with other companies like them as well. After the Medicare reimbursement cuts several years ago, an MRI is often reimbursed at approximately \$250, and **imaging centers have had to cope with such reduced payouts while still being able to provide the services that physicians and patients alike desperately need.**

Apart from major imaging equipment and technology that take up whole rooms, **the second largest expense for AHI was manpower.** By integrating and automating with NetDirector, AHI was able to **curb those expenses in the face of reduced payouts and rising operating costs** to continue providing exquisite care and service to the people who need it most.

AMERICAN HEALTH IMAGING CASE STUDY



NetDirector

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Founded in 2003, NetDirector provides a Cloud-based data exchange service to improve business process efficiency and standards compliance. NetDirector creates value for organizations by providing speed in transaction processing, reducing partner collaboration costs and enabling greater responsiveness in serving customers.

Is your company allocating critical IT resources to build and maintain a myriad of data interfaces with trading partners instead of focusing on core business needs?

NetDirector offers an innovative solution that reduces labor costs and increases resource capacity. As a cloud-based service, there is no software or hardware to buy, install, maintain, or upgrade with NetDirector. The value companies experience with on-demand computing far exceeds what they can expect with traditional software.

NetDirector's subscription pricing includes everything you need, so that unlike traditional Interface solutions, you won't be surprised later by hidden costs in software or labor that can quickly add up to as much as ten times the original licensing fees.