



Billing Company Uses Cloud-based System as Part of COVID-19 Competitive Strategy

As other billing companies struggle, this organization is thriving



This midwestern billing company helps behavioral health specialists manage insurance plan enrollment and drive better, faster reimbursements. Established in the mid 90's, the company is dedicated to therapy billing and has made serving behavioral health providers a crucial part of the organization's mission.

The company was built around the idea that it can have an immediate and positive impact on an provider financial future. The entire business is designed to provide the specialized services that speed the time to reimbursement, lower denials and claims resubmissions, as well as provide access to technology solutions that behavioral health providers need to manage their patient population.

The company was integrated onto the Azalea Health platform as part of an acquisition. Working directly with billing company leadership and staff, Azalea Health ensured a seamless transition from the legacy billing software onto Azalea Health's fully cloud-based solution. The approach minimized disruptions, eliminated any potential gaps in service, and delivered customer support measured on the billing company's success.

"We worked hand-in-hand with the company to make sure that the customizations needed to serve the therapy community were made," said Rian Faircloth, Director of Business Development for Azalea Health. "Every level within the Azalea Health organization, from the CEO to account management and development team, were dedicated and committed to ensuring that there were no interruptions and that they could continue to deliver unmatched billing services and value to their customers."

In addition to custom workflow and billing configurations, the Azalea Health team leverages an interface approach that eases integration and provides for flexibility over time. Automation is enhanced across the solution, and account receivable processes are designed for speed and ease of use.

The billing company continues to thrive in today's uncertain healthcare and economic environment. COVID-19 has amplified demands on billing companies and exposed process, structure, and technology shortcomings.

Because of the decision to move onto Azalea Health's cloud-based solution, the company reported no interruptions in service resulting from COVID-19. And while the clinics served by the billing company have seen a drop in in-person visits, they quickly shifted to telehealth to ensure care continuity and to recoup revenue. As part of the Azalea Health software, telehealth options are made available as an extended service that can be offered by a billing company to its clients.

Billing companies overall are working to retain current clients, remain competitive in the market, and take advantage of competitor shortcomings to drive top-line growth. Key to this strategy is a technology solution that provides for continuity of service, telehealth enabled service offerings, and the latest changes in telehealth billing and coding requirements.

"With Azalea Health being cloud-based, our billing company clients don't have to worry about downtime. They are able to shift to a remote work environment instantly and are prepared for whatever changes come their way," said Faircloth.

About Azalea Health

Azalea Health is changing the way health IT platforms connect community-based healthcare providers and patients across the lifecycle of care. Offering a 100% cloud-based and integrated solution, Azalea delivers electronic health records, revenue cycle management, and telehealth services designed for rural and community practices and hospitals. Quick to deploy and intuitive to use, Azalea solutions ensure better care coordination and communication – enabling better outcomes and a meaningful competitive advantage. The Azalea platform also provides tools and resources to help customers meet their Meaningful Use requirements, as well as strategies to navigate accountable care and alternative payment models.

