

Case Study

Northside Anesthesia Services

Indianapolis, IN

Personalized Service and Advanced Reporting Technology: How one of Central Indiana's largest anesthesia groups streamlined revenue cycle management

As one of the largest physician anesthesia groups serving central Indiana, Northside Anesthesia Services, LLC (NAS) administers more than 70,000 anesthetics per year. With 88 active providers in the group, the practice spans four suburban hospitals within the St. Vincent Hospital system, and 12 free-standing ambulatory surgery centers. St. Vincent Hospital is a premier U.S. hospital consistently recognized as one of the nation's top 100 hospitals in U.S. News & World Report.

NAS' team of anesthesiologists provide a diverse array of anesthesia and anesthesia techniques, including a team of fellowship trained pediatric anesthesiologists who perform the most delicate task of anesthesia for the smallest of children requiring open heart procedures. The practice's acute pain service is one of the largest private practice services in the country, providing the latest techniques in pain control in the postoperative period. NAS places a high priority on specialized clinical skills and patient satisfaction, performing both routine and highly complex procedures with the utmost care.

For a group as prestigious and as large as NAS, revenue cycle management needed to be a streamlined, painless process.

Zotec Partners (Zotec), currently the largest privately held medical billing provider in the U.S., acquired NAS' anesthesia billing provider, Susan J. Taylor (SJT) in 2007. For years, SJT had licensed Zotec's Electronic Billing Center (EBC) to help NAS accomplish better patient care, enhance workflow management, eliminate unnecessary labor, track productivity and get cash in the door.



"One of the things I appreciate most about Zotec's technology is the capabilities of its reporting and analytical tools, and the ease of access I have to the reports. Any time I need to evaluate data that is critical to the success of our group, I can gain access to these tools, which are more user-friendly than other reporting tools I've seen before."

Andrew K. Satz, MD
Managing Member



**Comprehensive Zotec Analytics & Reporting (CZAR) sample graphics. Actual client data not shown here.*

A Finger On The Pulse Of The Practice

Andrew K. Satz, MD, managing member of NAS, knew that Zotec's years of experience in revenue cycle management for anesthesia groups coupled with its superior technology would make his life easier and enable his group to better combat industry trends.

Since that time, Zotec's industry-changing technology and expert billing staff have attended to every detail affecting NAS' reimbursement.

Zotec's account managers work closely with NAS to provide the advice and information needed to balance workload with physician staffing, negotiate payer contracts and manage its medical business most effectively. Zotec's expert coders ensure reports are correctly coded and physicians are continually educated on correct coding techniques to optimize reimbursement.

Since outsourcing his revenue cycle management to Zotec, Dr. Satz has seen his revenue stream remain consistent, which was something he was not able to say in the past.

Every anesthesia practice has databases full of information, but this information is only valuable if it can be accessed and presented in a meaningful way. Zotec's reporting and data mining tools allow NAS to keep a finger on the pulse of the practice. With the software, the group can monitor its accounts receivable, denials, charges, payments, net collections and gross collections by location. The reporting platform allows Zotec to quickly identify shifts in such areas as cases, carriers and volumes for NAS.

Personalized Service And Account Management

"The ability to have virtual, real-time access to our reports is huge for our business," said Satz. "Everything I've ever requested from Zotec is in my hands within an hour. I was once in the middle of hospital negotiation at 6:00 pm and needed information by 6:00 am the following morning. Zotec made sure I had the information I needed. Their data mining ability is outstanding, and when it comes to contract negotiations, it's necessary."

Another key component to the success of the relationship with Zotec is the personalized service and account management the company provides. Zotec appointed an experienced account manager to work with NAS's executive members. Through a process of regular meetings, conference calls and data analysis, the account manager provides an essential communication channel that cements the partnership. As a result, Zotec is providing much more than revenue cycle management.

Outsourcing billing to Zotec has also helped NAS save money on employees who would otherwise be needed to handle billing operations. Currently, the group has no employees in-house who handle billing functions, which means fewer salaries.

"As cut and dry as it may sound, it's really not even worth us messing with billing," said Satz. "It just makes sense to allow the experts at Zotec to handle this important aspect of our business for us. Our clients deserve the best care, and that's where our focus and attention needs to be. Not worrying about back-end functions is a huge benefit for not only our staff, but for our patients as well."

Complete Revenue Cycle Management.
Fast. Accurate. Compliant.

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Northside
Anesthesia
Services
Indianapolis, IN

Number of physicians:
88

Managing Member:
Andrew K. Satz, MD

Zotec Partners
billing client since:
2007

