

How PRSM Healthcare Helps Deliver Better Care and Profitability



PRSM HEALTHCARE CASE STUDY

Gastrointestinal Associates, P.C., Knoxville, TN

Overview of Practice

Gastrointestinal Associates (GIA) is one of the Southeast's leading GI practices and is the only GI practice in Knoxville that operates three licensed and certified endoscopic ambulatory surgery centers in the north, central and west areas of Knoxville and Knox County. Founded in 1972, the practice has 13 physicians, three nurse practitioners and 120 employees.

The practice prides itself on the quality of care offered to patients, with a commitment to its quality assurance and performance improvement programs. GIA routinely surpasses national goals for adenoma detection rates and successful colonoscopies to the cecum, with almost 95% of patients rating the practice a 9 or 10 for quality.

Implementing Best Practices for Procedure Recalls

It is no surprise that a practice so dedicated to providing outstanding patient care and service took an interest in PRSM Healthcare. Bergein F. Overholt, MD, MACP, MACG first took notice of PRSM and decided to test it at the practice.

"PRSM provides a service that reduced the number of phone calls, improved the accuracy and results of our patient recall process, and therefore improved our revenues. Most importantly, it improved the quality of care that we provide," says Dr. Overholt.

"We thought we were doing a good job on recall procedures," Dr. Overholt says. "But when we took an in-depth look, we discovered we were not reaching a large percentage of patients. PRSM has greatly improved our results."

Jeff Dew, CEO of Gastrointestinal Associates, sees another advantage to working with PRSM, "It's a no-lose proposition, because we only pay if the patient presents. They do the work and we only pay if it generates money for us – that's a hard deal to beat."

"PRSM does calling at times when people have the greatest likelihood of being at home, which is often not during our practice business hours. It's been very positive in that a lot of people we should have been contacting are now being reached," says Dew.

The practice has been able to eliminate a position and deals with fewer calls, according to the staff. With PRSM handling, scheduling and documenting recalls, the staff can do what they do best – caring for patients.

"Most doctors and practice administrators don't want to believe that they have a problem, or they don't want to admit it," Dr. Overholt says. "We didn't have a good system to address recalls; we did the usual and sent letters and made phone calls. It had been on our minds, but we didn't have a system to validate our efforts and document our efforts. PRSM takes that burden off our plate."

PRSM Healthcare solves the challenge faced by GI practices of patients who fail to return for follow-up endoscopy visits. Comprehensive patient procedure recall solutions from PRSM are proven to improve patient care, increase revenue, ensure compliance, reduce malpractice liability and seamlessly support the GI practice through the entire recall process.

