

# Despite Industry Trends, GENASCIS™ Continues To Collect More Cash For Starpoint Health™



## A GENASCIS CASE STUDY



### Technology and Tenacity Keep Cash Collections Up

For Southern California-based Starpoint Health™, an owner and operator of ASCs, GENASCIS™ revenue cycle services are “right on the money.” Since tapping GENASCIS in August 2007 as their outsourced vendor for coding, billing and collections, Starpoint Health has seen strong cash collections; particularly on larger out-of-network

#### INDUSTRY TRENDS (2008-2009)

CASE COUNT UP 1.24%  
AVERAGE NET REVENUE DOWN 19.93%

COMPARATIVE ANALYSIS OF  
280 ASCs NATIONWIDE

claims. Even as the outpatient surgery center market as a whole has seen decreased reimbursements, protracted A/R days and generally more difficulty in collecting, GENASCIS has continued to meet expectations and outperform its predecessors in terms of reimbursement.

“GENASCIS does a great job of collecting as much as you can and never quitting,” stated Starpoint Health CEO, Eric Friedlander. “They just keep chasing and chasing and chasing. And, while many outpatient cases simply don't reimburse as much as they did five or six years ago, we're getting a lot more on the ones that have good benefits and what's expected on the ones that don't.”

“The industry is changing and now, more than ever, you need a partner like



The Complete Continuum of Web-Enabled Revenue Cycle Services for ASCs

## Sample Cash Collections Improvements

CPT	Payer	Before GENASCIS	With GENASCIS (4th Qtr '07)	Variance	GENASCIS Now (4th Qtr '09)	GENASCIS Then vs Now
28296	Payer A	\$5,095	\$6,318	\$1,223	\$7,855	\$1,537
	Payer B	\$8,664	\$10,223	\$1,559	\$13,008	\$2,785
	Payer C	\$11,077	\$13,957	\$2,880	\$12,601	(-\$1,356)
28285	Payer A	\$8,974	\$10,499	\$1,525	\$10,499	\$0
62311	Other Commercial	\$460	\$556	\$96	\$775	\$219
64483	Other Commercial	\$523	\$627	\$105	\$575	(-\$52)

GENASCIS," Friedlander added. "From my perspective, and we've talked with lots of billing and collections companies, GENASCIS is clearly the leader. They're the only one-stop-shop. In each category: data, coding, billing and collections, they're best in class. It's the complete package. They code all of our op reports for the claims. They bill all of our claims. Then they submit and chase for the collections. I think they do a great job for us."

### A Relationship Built Upon More Than Monetary Gain

While there's no doubt that increased cash collections are key to GENASCIS finding favor with Starpoint Health (and other ASCs and ASC management companies), its account management and support teams are also integral to the company's ongoing success. Since the inception of its partnership with Starpoint

Health, GENASCIS has re-vamped its account management model and instated dedicated account managers who work proactively with each client to drive value beyond issue resolution.

"The model that GENASCIS migrated to is the appropriate one," affirmed Friedlander. "It's changed quite a bit, but all for the good. I think the process of having one person that Starpoint can go to is ideal. Our account manager is great and very responsive. We're very happy with our account manager and support teams. So the change has worked out really well from our perspective."

GENASCIS account managers provide their clients with periodic business performance reviews, including the analysis of cash, charges, collections and A/R. Additionally they are backed by customer support teams with noteworthy information management and decision support credentials.

### Starpoint Health Background

Starpoint Health owns and operates three, soon to be four, outpatient surgery centers in California. It also provides medical practice management services to physicians, including demographic analysis, staffing, marketing services, recruitment and training, credentialing, and billing and collections. The company primarily performs podiatric, orthopedic, ENT and pain management surgery, as well as plastic/reconstruction and urology procedures. Formerly known as Ambulatory Surgical Centers, Inc., Starpoint Health was founded in 1989 and is based in Newport Beach, California.

For more on Starpoint Health, visit [www.starpointhealth.com](http://www.starpointhealth.com).



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