

Santa Monica Bay Physicians



► The Client Requirements

Santa Monica Bay Physicians (SMBP) required a software solution that would enhance patient service, streamline and automate administrative processes and expedite patient authorization and referral.

When an HMO patient requires care outside the scope of primary care, the physician must authorize treatment and provide a referral to an in-network specialist. For patients who need immediate care, the time it takes to process authorization and referrals is a critical factor. For SMBP, the process of authorization and referral for its HMO patients was extensive and time-consuming: When a patient required a specialist referral, the primary physician directive had to be date stamped, manually input, reviewed by a nurse and documented, meaning that notification letters were generated to the provider, doctor and patient. In 2004 alone, the group manually processed more than 24,000 referrals and authorizations, with an average process time of 1.5 days.

Manual processing also required a large administrative staff, resulting in substantial overhead. SMBP required a solution to address two needs:

- To facilitate patient care and communicate with providers more efficiently, it was imperative to automate the process online and communicate with providers in real time.
- To reduce administrative overhead, it was necessary to minimize the number of human touches required for patient authorization, referral and claims processing.

SMBP reviewed several vendors' tools. They selected the Unlimited Innovations (UI) solution for three specific reasons: Its breadth of capabilities, its potential impact on the organization and the strength of the UI support staff.

Over the first of three years, SMBP realized a noteworthy return on their investment. The cost savings translated directly to increased revenue, affirming CERECONS' pivotal role in SMBP's growth initiatives.

CERECONS' automation reduced time to process completion and reduced errors stemming from human intervention, resulting in a greater number of completed transactions, increasing customer satisfaction, and improved brand loyalty. In addition, CERECONS automation delivered a significant reduction of overhead in terms of employee salary, employee benefits and consumables.

► The Client

Santa Monica Bay Physicians is dedicated to exceptional healthcare for every member of the family, through every phase of life. Located in six offices throughout the Westside of Los Angeles, its 85 primary care physicians and 300 specialists service a network of 42,000 patients. Its doctors cover primary care, as well as a multitude of specialties and sub-specialties. The associated physicians are all board-certified specialists working together with a team of sub-specialists to provide comprehensive healthcare.

"The CERECONS solution has allowed us to do a better job of getting our hands around the authorization and referral process. We have become more efficient as a result, and able to serve our patients in a timely manner. In addition, the solution has provided us with auditing tools that enable us to better manage our cash flow."

*— Dr. Bernard J. Katz
CEO, Santa Monica Bay Physicians*

"CERECONS has provided a cost efficient answer to meeting the needs of our members and providers through online submission of authorizations and claims. We are more efficient and our efforts are far more effective."

*— John Rossi
Director, IPA Operations
Santa Monica Bay Physicians*

The Success of Innovative Solutions

Santa Monica Bay Physicians Expedites Patient Care, Increases Productivity with CERECONS

► The UI Solution

In April 2005, Unlimited Innovations, Inc., implemented CERECONS, its award-winning software. CERECONS is a scalable, Web-based solution that provides an easy interface to patient information. Along with real-time processing and alert status notification, this advanced system allows online electronic authorization and referral submission for quick turnaround.

CERECONS offers numerous tools to better manage time and the overhead required for effectively handling patient insurance plans. Online, paperless eligibility retrieval, authorizations requests, claims submission and payment status are offered when CERECONS is used in conjunction with a contracted IPA, group, or health plan. By eliminating the need for most forms of phone calls, faxes, and delays related to patient care and status information, CERECONS can improve an office's ability to increase productivity by helping handle its daily patient processing and allow additional resources to be spent on the most important thing -- patient care.

The product enables real-time interaction for electronic, pre-filled referral forms, referral status and member eligibility. Physician offices can automatically direct approval and printing capabilities based on business rules and obtain critical information in real time. The software also enables electronic notification regarding status and changes, so that patients stay informed.

► The Benefits

The CERECONS solution provided SMBP with a variety of benefits that enhanced patient satisfaction, increased productivity and streamlined the business.

- Reduction of human touches: While a nurse still must review each authorization, input, date stamping and letter generation are now automatic
- Utilization Management nurses refer all specialty services more quickly and efficiently
- Physicians experience faster authorization
- Specialists benefit from having critical information arrive electronically
- The Claims team benefits from faster, more efficient provider authorization
- Patients receive more timely care
- In 2005, SMBP's 30,108 referrals were processed in an average of 1.24 days

Unlimited Innovations Inc., a California-based company established in 1996 is a leading Software Solutions Provider. We provide Systems Integration, Consulting and Development services on all platforms ranging from the latest XML and ASP-based web applications, Oracle and SQL Server database applications to Integration with Legacy Mainframe and UNIX systems.

Our Microsoft Certified Staff is available to meet your needs in all the latest Microsoft Technologies including Windows 2008, SQL Server 2008, Exchange, and the .net Enterprise Servers.

From mid-size to Fortune 50 organizations, our experts are experienced in designing enterprise-wide architectures and developing IT Strategic Plans.

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