



# Case Study: Pulmonary and Critical Care Practice

## Realizes 724% Annual Return on Investment

Northern Virginia Pulmonary and Critical Care Associates (“NVPCCA”) were losing money and time to the paper-based workflows used to manage hospital encounters and coordinate inpatient care. As a rapidly growing practice, they additionally had to confront proportional growth in staff and overhead costs. NVPCCA sought and evaluated a number of rounding solutions, ultimately selecting **unisonMD**.

### Organization

- Located in Annandale, VA
- 9 physicians
- 2 hospital locations
- Averaged 816 hospital charges per month

### Challenges

- Missing hospital charges, revenue leakage
- Time-consuming provider hand-offs/sign-outs
- Repetitive, manual administrative burden for hospital charges
- Prospect of growing overhead and staff costs
- Irregular, physician-intensive communication with billing staff

### How unisonMD Helped

- Enabled the real-time flow of patient demographics from hospitals
- Created an automated, centralized billing workflow for hospital charges
- Interfaced with practice management system to export charges into existing reimbursement workflow
- Shortened and strengthened provider hand-off/sign-out process

*“After adding two new physicians our practice was contemplating adding another FTE to handle hospital charge capture, billing and follow-up. With salary and benefits this position would have cost the practice \$35,000+ annually.*

*After implementing unisonMD, our Physician Coordinator was able to handle this workload with ease while keeping up with other responsibilities.”*

Ann Moore, Practice Administrator  
Northern Virginia Pulmonary and  
Critical Care Associates

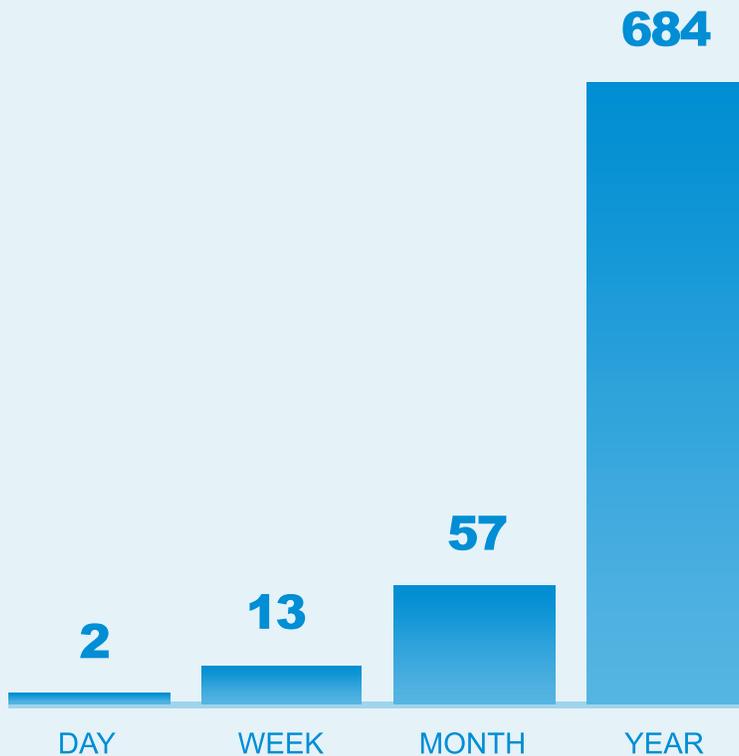
## Results

- Experienced a 7% net increase in annual hospital revenue
- Captured monthly hospital charges grew from 816 to 873
- Improved cash-flow performance due to 8 day, 21% reduction in hospital A/R days
- Prevented increase in overhead and staff costs by not having to hire \$35,000+ FTE to handle hospital charge capture

## Realized 724% Annual ROI\*

\*\$ value of 7% increase in annual hospital revenue divided by total annual \$ cost of unisonMD.

### Average # of additional hospital charges after implementing unisonMD



*“Manual functions used to bill and track hospital charges over multiple facilities have been replaced with an integrated and efficient electronic solution.”*

Ann Moore, Practice Administrator  
Northern Virginia Pulmonary and  
Critical Care Associates

## Calculate Your ROI



<http://unisonmd.com/roi-calculator/>

## Learn More



<http://unisonmd.com/request-demo/>

