

CASE STUDY

CONIFER

HEALTH SOLUTIONS®

Conifer Health Services Cuts Billing Time in Half

BillingPlatform Helps Health Services Company Increase Efficiencies with Cloud-based Billing

Conifer Health relied on cumbersome, manual processes and multiple billing solutions while supporting complex pricing tactics across five lines of business. By implementing BillingPlatform, the healthcare services provider has been able to:

- **Automate rating** and tier pricing tactics
- Deliver custom invoices while **cutting process time by 50%**
- **Reduce billing staff resources by 45%** while reducing errors
- **Consolidate reporting** across five lines of business

Background

Conifer Health Solutions is a healthcare services company that supports more than 650 hospitals and healthcare systems to strengthen their financial and clinical performance.

The company offers services ranging from patient registration, access, and collections processing from multiple payment sources, including government, managed care and individuals.

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James Enna

Vice President of Finance & Accounting

The Challenges

Acquisition Success & Billing Complexity

Conifer's success allowed the company to acquire multiple businesses resulting in four billing systems being used across six geographically separated accounting teams.

Because of the complexity inherent with providing multiple business services, much of Conifer's billing required manual, spreadsheet processing and review. The result was a two-weeks long month-end invoicing process that required work from employees across the six finance teams.

Risk Riddled Reporting

Beyond multiple systems and processes, Conifer had a vast disparity in data. Each business unit is unique with a lot of data coming in multiple forms for each unit, so flexibility was needed to work with this disparate data.

In particular, Conifer struggled with two high volume business units. "With each business unit billing out of their own systems, we couldn't consolidate our reporting," said Mary Percey, Revenue Manager. "All of our reports were in Excel, and reporting high volumes of data in this way can be risky. Our goal was to consolidate and get everything into one system while avoiding a lot of manual intervention."

As a result, they began the search for a solution that could increase efficiencies across the financial teams and consolidate systems into a single solution.

The Solution

Choosing Business Agility First

After researching and engaging with three different commercial billing solutions, Conifer selected BillingPlatform to solve their billing difficulties.

"We chose BillingPlatform for its flexibility and ability to meet our customization and automation needs," said James Enna. "BillingPlatform allowed us to replicate the work we were doing for our current customers in one consolidated system. BillingPlatform was the only one that was able to meet all of Conifer's requirements across the organization."

Accommodating Complex Needs without IT Intervention

Despite the complexity of their billing needs, Conifer's financial team chose to implement most of the BillingPlatform solution themselves.

Implementing BillingPlatform required a few months of running parallel financial processes. During that time, they tested the solution against their previous system to ensure parity. After three months of parallel running, Conifer moved its two high-volume business units into full production with BillingPlatform.

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The Results

Reduced Processing Hours & Resources

"Before implementing BillingPlatform, billing our customers required nine people," said James Enna. "After implementing BillingPlatform, we've reduced that number to just four. We've cut our billing time down by over 50%."

Most of this resource reduction resulted from automating key tasks within Conifer's billing process. Conifer consolidated numerous data streams from multiple accounting locations. This effort replicated previously manual processes into BillingPlatform.

Consolidated Reporting Across Business Units

Rather than keeping billing and customer data separated, BillingPlatform keeps key billing data stored in a single solution. As a result, business intelligence is no longer a chore.

"We are now much more standardized and controlled," said James Enna. "I run a report and BillingPlatform normalizes the data across units within our general ledger. I can answer questions in minutes rather than hours."

Conifer now has a consolidated solution that's flexible enough to support the pricing and invoicing practices of multiple business units. Only BillingPlatform delivers the agility to support Conifer's individual needs while offering complete control of their financial practices.