

# Clinicient



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**What's the most significant way in which your product/service offering has changed during the past 24 months?**

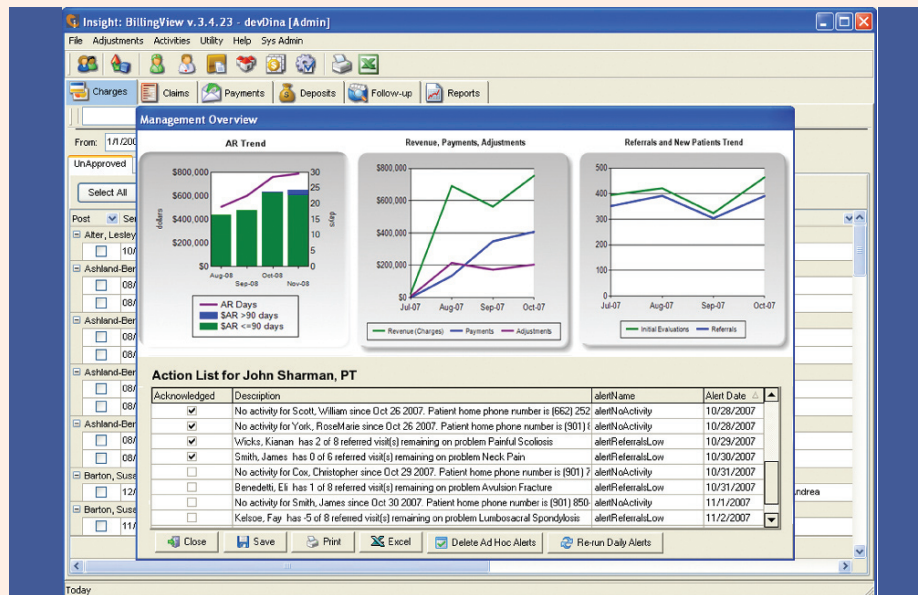
Two years ago, we provided physical therapy clinics with integrated practice management software for scheduling, documentation, billing and reporting. We also offered a physical therapy billing service separately. Our primary goal and business objective was to help clinics run their practices more efficiently and receive the maximum payment amount for services.

Although our goal is the same, we have a different approach. We've learned that while software and billing know-how are critical, they're not enough. While working with clinics of all sizes, a pattern of growing issues has emerged that prevents them from achieving efficiencies that hinder reimbursements. These issues include a climate of constantly changing technology, increased regulations, complexities and changes in payer rules, and a growing decrease in reimbursement rates.

Most clinics still believe that software or hiring an expert in physical therapy billing can help solve these problems. We've learned that it takes more. In order for software or a billing team to be successful, you must have a solid foundation of proven processes, combined with an in-depth understanding of payers and billing rules. Navigating through this successfully requires an infrastructure that clinics may not have the resources or expertise to build, and a time commitment.

We needed to do more than give clinics the tools to run a facility. As a result, Clinicient now continues to provide physical therapy clinics with integrated practice management software for patient scheduling, registration, documentation, billing and reporting, and expert-level physical therapy billing service. We also help clinics develop proven processes, based on industry best practices, that uncover potential problems that can delay or prevent them from getting paid for services and unify the front desk, therapists and billing teams. Our platform is built on a constantly evolving payer knowledge base and rules engine. It's built to support these processes with built-in triggers and alerts that prevent billing errors. As payer and billing rules change, our system is updated and the information is pushed out to clinics instantaneously.

A good example of this was the recent changes in Medicare. We made it our business to understand these changes and know how they would affect clinics. We defined new processes and created billing rules in the Clinicient software system. Clinicient customers automatically received updated software that incorporated these new processes and billing rules.



After the new changes took effect, the front desk was automatically alerted when registering Medicare patients to collect critical, now mandatory, information. Therapists continued to treat patients according to a plan of care and were alerted automatically to make adjustments, such as adding modifiers to maximize payments and prevent billing errors. The system calculated billing claims, based on a therapist's time, to achieve the most billable units. Claims were billed immediately and collections made more quickly.

Any payment discrepancies were flagged and researched. If an issue was identified that required a new process, billing rules were created, built into the system and sent to all clinics. And because Clinicient gives practitioners a real-time view into all clinic operations, with drill down reporting, facilities could monitor how changes impacted them financially, from account receivables to collection status to therapist productivity.

## What makes you stand out among the competition?

We're dedicated to outpatient rehab. We understand what works and what doesn't in the physical therapy market. Our goal is to help clinics be successful by getting them paid the maximum amount for services as fast as possible. We've learned that by partnering with customers and becoming a member of their team, we help them to build efficiencies by identifying and correcting underlying problem areas that can contribute to denials, unnecessary write-offs and common billing errors. In addition, we work with them to define and implement processes to maximize reimbursements.

We have the largest knowledge base of payer rules in the industry. This is a collective intelligence system that continues to evolve and grow.

As we work toward solving new challenges with one customer, all of our customers benefit.

We don't sell our customers a product and walk away. The more they are paid for their services, the more we are paid. This incites us to drill down to the root of problems and fix them, and bring new efficiencies to the others. We want to take away some of the burdens of running a clinic and let therapists focus on providing exceptional patient care.

## What is the most unique aspect of your company?

We partner with our customers to bring them a team of industry experts, proven processes and a platform with free integrated software, combined with the largest knowledge base of payer rules in the industry. As a result, clinics achieve new levels of efficiency, collect revenues faster, increase cash flow and decrease denials.

After working with Clinicient, clinics realize they were leaving money on the table. For instance, after running a comparative analysis of a handful of clinics in the same region, we showed one clinic that they were being paid significantly less per visit for the same service from the same payer as another clinic in the area. This type of intelligence gives owners the information they need to make better decisions running a clinic.