



Specialty practice relies on MSOC as critical extension of business team

SITUATION

Cary Orthopaedic & Sports Medicine Specialists has been serving the greater Triangle region since 1982. It has grown from a single doctor practice to 14 physicians and 80 staff across three locations, offering a diversified array of orthopaedic care including general orthopedics, sports medicine, surgery, spine services and physical therapy.

The practice is heavily involved in sports medicine for recreational, collegiate and professional athletes and offers comprehensive physical therapy dedicated to the patient's total recovery. Cary Orthopaedic Spine Specialists treats back and neck patients with both minimally invasive surgical intervention and non-surgical interventional spine care management, as well as spine focused physical therapy.

Michael Mazzella is Cary Orthopaedics' Chief Operating Officer, and Susan McArdle serves as Business Manager. Together, they are responsible for overseeing all business and operational aspects of the practice, including revenue cycle management, long-term planning to ensure future profitability and market position, as well as adherence to regulatory requirements.

In 2006, Cary Orthopaedics' growth was outpacing its current technology infrastructure design, human resources and space availability. It was ultimately recognized that this particular situation was hindering the ability to effectively run the revenue management component of the practice. Mazzella and McArdle recognized the need for a more

robust practice management (PM) system and an expert team to handle the practice's ongoing billing, collections and reporting.

SOLUTION

Cary Orthopaedics first learned of MSOC Health through a mutual industry connection. After a thorough needs assessment, they charged MSOC with the initial objective of transitioning to a new PM system and then to successfully improving overall revenue cycle management.

RESULTS

MSOC implemented the launch of the Clinix PM platform and established an efficient interface with the practice's newly acquired EMR system. Other value-added services included contract negotiations with major payers and navigating the maze of mobile imaging solutions. MSOC also took over responsibility for Cary Orthopaedics' comprehensive revenue cycle management – from the time the charges are entered to the detailed monthly reporting.

The practice has realized a much-improved overall revenue management process and is kept well informed on policy changes. Cary Orthopaedics has consistently maintained effective performance measures, in many cases better than industry standards.

Cary Orthopaedics fully engages MSOC as a true advisor in the healthcare space. A mutually respectful and beneficial relationship enables the two organizations to operate as one. Daily interactions facilitate a seamless revenue cycle, and MSOC continues to add value in many other ways such as managed care contract negotiations, strategic planning, chart audits, and analysis of new service lines.

According to Mazzella, the practice has a high level of confidence in MSOC Health and considers it a critical extension of Cary Orthopaedics' business team.

Read what Cary Orthopaedics has to say about MSOC ►



“Our relationship with MSOC is a winner. ... They’re an extension of our practice, a very integral part of our team as if they were an internal department for us.”

“Like a lot of practices, we didn’t always recognize exactly what we needed. We were in a positive growth mode and had hit full capacity of our technology and human resources. Our practice management system wasn’t working for us, and the reporting capabilities were lacking. We didn’t have enough people sitting in the right seats to adequately handle the work.

“We needed to make some critical decisions about investing in the practice, but we wanted guidance to identify priorities and maximize our investment.

“MSOC helped us accommodate our entire revenue management needs based on where we were and where we wanted to be. With their help, we were able to re-establish performance measures and plan for future growth.

“When it came time to renew with several major carriers, MSOC helped us look at contracts in different ways. They were our liaison to facilitate more favorable terms than we’d had in the past.

“Our relationship with MSOC is a winner. They strive to improve our revenues because it helps them, too. It’s a very symbiotic relationship. They’re an extension of our practice, a very integral part of our team as if they were an internal department for us. They just aren’t located onsite.

“Some practices don’t want to let go of revenue management, because it’s the life blood of the practice. But with MSOC Health on our team, we actually have more insight now than we ever did before. We’re getting much better results.”



◀ **Michael Mazzella**
Chief Operating Officer
Cary Orthopaedic &
Sports Medicine Specialists
www.caryortho.com

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“We have a dedicated team of people at MSOC who are responsible for our accounts. We interact with them on a daily basis, and it’s transparent to our patients. They’re responsive and experienced.”

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▲ **Susan McArdle**
Business Manager