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**Coronis Health delivers seamless  
transition and immediate revenue  
results**

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## Situation

Asheville-based PML Pathology is an independent pathology practice serving about 150,000 patients each year, as well as supporting private labs and hospitals throughout Western North Carolina. Founded in 1951, PML's 15 pathologists are board certified in anatomic and clinical pathology and have a wide range of subspecialty expertise, including dermatopathology, gastrointestinal pathology, urologic pathology, cytopathology and hematopathology.

PML Pathology's outsourced billing services provider had recently been acquired, and the quality of work and customer service had suffered. Calvin Marshall, practice administrator for PML was looking for a new relationship to improve both the effectiveness and customer service.

## Solution

After interview six or seven national and regional companies, Coronis Health was selected to provide revenue cycle management services because of its talented people, industry expertise and solid relationships with major insurance carriers.

Coronis recommended the Clinix practice management system to completely automate the revenue management process and eliminate the errors and delays the practice had been experiencing.

## Results

The system migration was implemented quickly and seamlessly, according to Marshall, and results were immediate. At the time of implementation in May 2009, the practice had 46 days in accounts receivable, the net collection trend was 85%, and the percentage of A/R greater than 120 days was at 30%. Coronis Health turned the problem around immediately with no adverse impact on cash flow during the systems transition. In fact, in the first 12 months, the days in accounts receivable decreased to 35 days, the net collection trend improved to 99%, and the percentage of A/R greater than 120 days dropped to below 9%. This was a significant improvement.

Under the new revenue cycle management system, PML Pathology now does the data entry and coding in its EMR system, which interfaces with the Clinix practice management system. Coronis takes it from there, handling all follow up with carriers and patients. Coronis has also aggressively focused on providing a higher level of customer service that more closely represents PML's values.

PML Pathology has more recently begun to tap in to Coronis Health's expertise in other way, including market intelligence about shifts in services, assistance with payer contract negotiations, and other management strategies.

**“Their [Coronis Health’s] professional staff is their strong point ... From a business standpoint, I’m sure they would perform well for any practice anywhere.”**

“It was a very intense time during the transition. A decision of this type can be a career ending one if the transition and implementation don’t go well, but Coronis came through for us. They brought us real value. We saw a significant reduction in cost services, a much improved payment stream, and an immediate decrease in accounts receivable. Because of their work and the transition going so well, 2009 ended up being a great year for us. My physicians were very pleased.”

“Coronis Health is a true partner, and that’s what we wanted. They’re an extension of our practice and what we do here. We set up our phones to transfer patients to billing, and it’s transparent that it’s really Coronis.”

“The Clinix system itself is good, but it’s the process and follow up Coronis provides that makes the difference. Their professional staff is their strong point and the way they handle problems, even complex ones. From a business standpoint, I’m sure they would perform well for any practice anywhere.

“Coronis Health has brought a huge value to what we do, and it mattered a lot to me that they were North-Carolina-based. We’ve talked to companies all over the country, but it’s good to have someone right in your backyard – and at a competitive cost.”

**Calvin Marshall**  
PML Pathology CEO