



EHR **ACO**
M **MU**
R **PQRS**
HIPAA **ERX**
ACA
PCMH
ICD-10

The demands of running a modern medical practice require even more office staff time than was the case 5 years ago. There is just more work to do. It's not just managing insurance claims, referrals, and authorizations, but new programs like Electronic Medical Records, ePrescribing requirements, HIPAA, and PQRS require your staff to collect and manage more patient information to avoid financial penalties.

A recent Medical Economics article stated that, "As doctors have to meet more and more requirements to get paid, they need to rely heavily on their staff to collect and enter data that insurers will review and use to determine payments." As one of our customers said to us, "We just couldn't keep up!"

Revenue Cycle Optimization is about your people working more productively on items that matter, and improving their quality of work. For example, sitting on hold for 30 minutes on an insurance payer phone line is low-quality work and not very satisfying to the person doing the job. Helping a patient solve a problem is high quality work that is less stressful and more satisfying.

You and your staff can have more time to work on important patient and practice related items, and can concentrate on the clinical side of your medical practice.

STI Revenue Cycle Optimization begins with a division of work between everyone involved through the shared use of a free version of the ChartMaker Practice Management and EHR software. The key to success is the sharing of ChartMaker's advanced software technology by all parties (STI, your practice, and an RCM Partner) in a cooperative manner and the division of specialized labor so that you concentrate on issues that you do best (patient registration, scheduling appointments, and the patient/physician encounter).

We concentrate on using ChartMaker's software technology and our billing and collection knowledge to process claims, and follow-up with insurance carriers to collect and post payments to maximize your revenue. This is a cooperative Revenue Cycle Management approach designed to collect the maximum, legal reimbursement from payers and patients in the shortest possible time.

RCM typically results in increased revenue collected, more compensation for physician owners, reduced practice costs, especially for computer technology, integration of Electronic Health Record (EHR) technology and more time for patient care. I know that it probably sounds too good to be true in today's complicated medical environment, but it is happening in medical practices throughout the country.

Name: _____

Practice: _____

Specialty: _____

Address: _____

City: _____

State: _____ Zip code: _____

Telephone: _____

Email: _____

Please call me for a free practice analysis.

Please send information about Revenue Cycle Optimization.

STI Computer Services, Inc.
Valley Forge Corporate Center
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Eagleville, PA 19403



For more information contact:
Joe Cerra at: 800-487-9135 extn
1188, or cell phone 610-608-0173,
or by email jcerra@sticomputer.com,
or fax this form to (800) 971-7735.

“The Center for Medicare Services (CMS) has reported that it rejects 26% of the claims it receives and 10% of those claims are never resubmitted. Using Medicare’s statistics, the lost revenue per physician is about \$100,000 per year.”

Healthcare Revenue Cycle

The Healthcare Revenue Cycle includes the entire patient process from patient registration, the patient/physician encounter, back-office processes of billing, and collecting your fees, posting payments, patient reconciliation and finally follow-up. STI and our RCM Partners believe that we can help your medical practice manage the healthcare revenue cycle with a concept that we call Revenue Cycle Optimization.

Your office needs a knowledgeable and dedicated administrative and clinical staff and the computer tools necessary to efficiently administer this process. The Healthcare Revenue Cycle is becoming more complex and time consuming with additional healthcare regulations and processes, especially in smaller medical practices. Most likely you would prefer to concentrate on the clinical side of your medical practice and to be less involved in the back-office processes. You can run your practice the way you always envisioned with STI Revenue Cycle Optimization.

Free ChartMaker® System

Efficiency, knowledge, advanced software technology and organization are the keys to successful Revenue Cycle Management. Our process begins with providing your practice with a free version of the ChartMaker Medical Suite including Practice Management and EHR software.

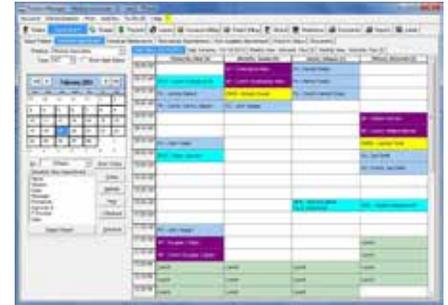
The system also includes free cloud-based software hosting and backup services from STI, free electronic prescribing, free Patient Portal and medical laboratory results. You have complete access to the system, and all information remains under your control and ownership.

This is a cooperative approach, in which you enter patient appointments, patient demographic information, check patient insurance eligibility, and capture charge and diagnosis information into the electronic charge slip within ChartMaker’s advanced software technology. You can also use the electronic medical record software within ChartMaker to ePrescribe, and receive laboratory results to make your practice more productive. ChartMaker EHR is ONC 2014 certified so you can also avoid Medicare penalties if you attain Meaningful Use.

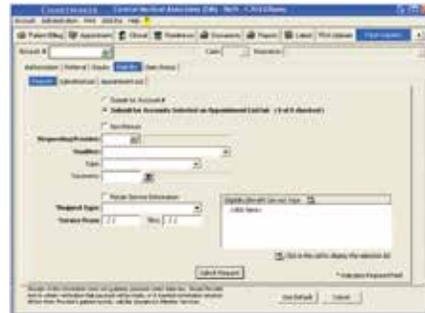
Most likely you will substantially reduce your technology and practice costs, keep compliant with industry changes, have more time for patients, as well as have more money in your pocket with professional Revenue Cycle Optimization from STI and an RCM Partner

Revenue Cycle Optimization

Appointment Scheduling



Patient Registration & Eligibility Checking



Electronic EHR with Charge Capture



Healthcare Revenue Cycle



RCM
(Revenue Cycle Management)
PARTNER

STD PRESORT
US Postage Paid
Permit 118
Pleasantville, NJ
08232

We provide a FREE EMR and Practice Management System.

We keep you compliant with industry changes.

Your staff is happier.

And, you have more money in your pocket.

Isn't that worth a phone call to find out more?



Find out more about Revenue Cycle Optimization see inside for details - - ->

Here is one physician practice's actual result.

Average Collections before RCM	\$33,019/month average
Average Collection after RCM Fees	\$39,782/month average
Additional Provider Income	\$81,156 per year

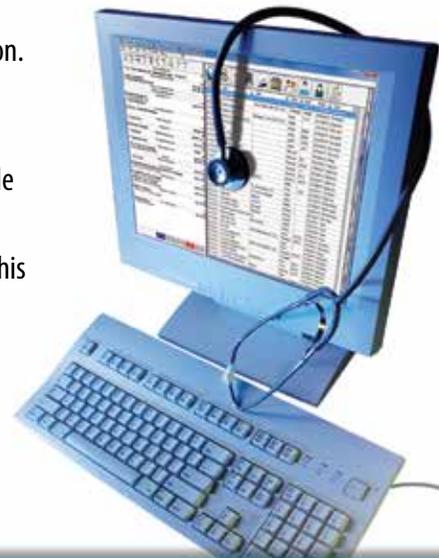
Here is a real example of a one physician practice in the Philadelphia Metropolitan area. Prior to STI's Revenue Cycle Management (RCM) program this physician was doing his own in-house billing and collection. During 2013 his average collections were \$33,019/month.

After switching to STI's Revenue Cycle Optimization and a ramp up period of about 90 days, his collections increased to an average of \$39,782/month after paying RCM fees. To annualize this improvement, this single physician increased collections by \$81,156/year.

Plus, his staff now has more time for patient issues and FREE STI ChartMaker technology to better manage his practice and stay compliant with government regulations.

We can't guarantee that your practice will achieve the same increase in collections, because results depend upon a lot of factors. However, we can provide a free practice analysis, and consultation to let you know if you are a good candidate for improvement.

To learn more call Joe Cerra at 610-608-0173 or see inside for details.



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