

GE Healthcare

# Northwest Radiology Network

Centricity<sup>®</sup> Group Management  
(formerly IDX Groupcast)



## Solution overview

### Company profile

Providers: 41 Physicians

Practice Type: Radiology

- 5 Outpatient Diagnostic Imaging Offices
- 10 Hospital Affiliations
- 30+ Contracts for Interpretation Services

### Situation

As Indiana's most trusted imaging services provider since 1967, Northwest's mission has remained constant since its inception; to deliver quality and cost-effective imaging to all patients. Northwest Radiology Network (NWR) offers comprehensive inpatient and outpatient imaging services throughout central Indiana. Outpatient office exams include nuclear medicine, high field strength conventional and open MRI, helical CT, ultra-sonography, mammography, fluoroscopy, myelography and diagnostic radiology.

### Business challenge

When NWR was told that their previous practice management system was not going to meet mandated HIPAA regulatory compliance, they decided it was an opportune time to evaluate other options. NWR felt that its current system lacked dynamic reporting functionality, and that the support services offered through this system did not adequately meet the needs of their patients.

### Business solution

Following a comprehensive sales demonstration, the end users unanimously voted for the Centricity Group Management (formerly IDX Groupcast) product. The entire billing staff participated in the decision. Multiple aspects of the Centricity Group Management product and workflow supported the decision. "For me, the robust Centricity Analyzer reporting solution was the biggest seller," said Linda Wilgus. Other features included the ability to manage one single patient account no matter where the patient went within the enterprise. Another essential feature is the ability to have a single database, while also being able to bill with multiple tax ID numbers.

Centricity Electronic Data Interchange Services solution for electronic claims processing, which features the ability to edit claims before submission, was another advantage.

Perhaps most importantly, Centricity Group Management could deliver on NWR's desire to have customized connectivity, providing an automated interface that brings together demographic/insurance information along with transcription, creating the charge record. This feature allowed for re-allocation of employee time and energy. More resources were then freed up to dedicate attention back to the needs of the patients.

## Benefits of the enhanced system

### Improved connectivity

The implementation of Centricity Group Management has improved numerous processes within NWR. The area that has changed and improved most dramatically is the connectivity and interoperability between NWR and St. Vincent Hospital. The St. Vincent hospital location represents 60% of Northwest's business. Each night, St. Vincent Hospital sends multiple data files to NWR, which include all the demographic and insurance information for any patient who passes through the radiology information system. In addition, transcription reports for services rendered by an NWR physician and approved the prior day are automatically sent to the hospital.

Prior to writing the new Centricity Group Management / St. Vincent interface, the joint implementation team developed a list of challenges with their current methodology, creating a "wish list" for the new process. Although the original wish list was long, the three most challenging areas were to: (1) provide a paperless medical record environment; (2) identify duplicate medical records sent from the hospital; and (3) manage inaccurate patient demographic information provided by the hospital. The Centricity Group Management Development Team delivered solutions to all three challenges.

### Paperless environment

The automated process allows coders to review and edit any additional pertinent information on the patient's account prior to posting. The transcription report automatically populates the appropriate transaction data elements. The coder assigns the ICD-9 codes and reviews the information for accuracy. The workflow is designed to electronically capture and store the transcription report, thus creating a paperless medical record, which was an essential goal of NWR.

### Elimination of duplicate records

Prior to the new system, the hospital found itself sometimes sending the same transcription report two or three times. Without the correct programming, NWR could inadvertently double bill a single charge. The solution was to automate the process by using a combination of the patient's registration number, RIS order number and date-of-service to identify duplicates and remove them from the charge file for that day. This solved NWR's problem of having to manually identify duplicate patient medical records.

### More accurate demographics

The third challenge, managing inaccurate demographic information, was resolved by implementing a "90-Day edit" rule when updating demographic information via the interface into the hospital system. If the patient's account has been edited in the past 90 days, the patient's information coming over the interface from the hospital is not updated. However, other information is reported on because the patient and the insurance information are positioned in a designated insurance area. The end result is time and money savings through the elimination of duplicate work with patient demographics.

### Reducing paper

The Centricity Group Management Account Collection solution has dramatically improved how NWR manages self-pay accounts. They no longer have to run paper reports, thus streamlining their workflow and saving the organization time and money. They also are more efficient with sending collection letters and follow-up. As a result, phone call inquiries have been reduced and their statements are more accurate and easier to understand. The ability to better manage fee schedules, combined with powerful relational reporting tools, has helped NWR better manage contracts with payers. Since implementing Centricity Group Management, NWR has discovered three payers that were not paying as contractually agreed. "We are able to correct situations before they get out of hand," said Wilgus.

### Summary

NWR has found the Centricity Group Management solution suite to be an integral component of improved business performance and patient satisfaction.

### Immediate performance advancements with Centricity Group Management

- Improved connectivity and interoperability
- Powerful decision support
- FTE Re-allocation
- Reduction in charge lag days

"We need to be able to act quickly and make decisions with confidence. Having a practice management system with reliable reporting is critical. With the Centricity Analyzer reporting solution, I get timely, accurate, and reliable information."

Linda Wilgus  
*Executive Director*

© 2006 General Electric Company – All rights reserved.

General Electric Company reserves the right to make changes in specifications and features shown herein, or discontinue the product described at any time without notice or obligation. Contact your GE Representative for the most current information.

GE and GE Monogram are trademarks of General Electric Company.

Centricity is a registered trademark of General Electric Company.

GE Medical Systems Information Technologies, Inc., doing business as GE Healthcare.

## Healthcare Re-imagined

GE is dedicated to helping you transform healthcare delivery by driving critical breakthroughs in biology and technology. Our expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, and biopharmaceutical manufacturing technologies is enabling healthcare professionals around the world discover new ways to predict, diagnose and treat disease earlier. We call this model of care “Early Health.” The goal: to help clinicians detect disease earlier, access more information and intervene earlier with more targeted treatments, so they can help their patients live their lives to the fullest. Re-think, Re-discover, Re-invent, Re-imagine.

GE Healthcare  
540 W. Northwest Highway  
Barrington, IL 60010  
U.S.A.

[www.gehealthcare.com](http://www.gehealthcare.com)



imagination at work