



Centricity Business



Proven revenue cycle management supporting profitability in an era of healthcare reform.





Profitability, efficiency, and enhanced quality of care

A proven, next-generation healthcare revenue cycle management solution that supports traditional and accountable care reimbursement models, Centricity* Business delivers proven revenue cycle performance.

Healthcare reform is one of the biggest challenges the healthcare industry faces and will have significant impacts on revenue cycle processes and how you get paid. With Centricity Business, your institution can thrive during this industry shift and drive greater profitability, efficiency, and enhanced quality of care.

Enterprise-ready

Larger healthcare organizations require enterprise-ready revenue cycle solutions across their continuum of care. Centricity Business delivers these capabilities through:

- Integrated inpatient and ambulatory revenue cycle management across multiple locations for improved transparency and efficiency
- Support for multiple reimbursement models, including fee-for-service, capitation, pay-for-performance, and shared-savings for accurate reimbursements and greater profitability
- Versatile, scalable revenue cycle tools and workflows to support operational excellence across the continuum of care, with flexible deployment options





High-performing

Profitability is the name of the game in revenue cycle. Reducing waste and manual touch points to the revenue cycle is critical. Revenue cycle systems need to be high performing. With all the waste and inefficiency in the healthcare system today, Centricity Business provides numerous low-touch capabilities that remove manual touches to the revenue cycle. Solutions such as Enterprise Task Manager streamline and automate the revenue cycle. Additionally, Centricity Business connects your workflow with Centricity Electronic Data Interchange and Centricity Patient Online, tools that enable better performance, automation, and transparency in the revenue cycle. Finally, ROI speaks for itself—we have been in the business for over 40 years and our customers have proven revenue cycle performance.

- Automated, exception-based workflows that provide faster, cleaner claims and accelerated revenue collection
- Ability to manage increasing patient responsibility with integrated tools to manage patient access and revenue cycle processes
- Proven financial performance
 - 7 of the top 12 Top Performers in Faculty Practice Solutions Center Billing Office Survey¹
 - 13 of the 17 Best Hospitals in 2011-12 honor roll²

¹UHC & AAMC, FY10 Faculty Practice Solutions Center Billing Office Survey, June 2012

²US News and World Report, Best Hospitals 2011-12: Honor Roll, July 2012





“HIE is really changing the game—you need to be able to accept data and images from disparate systems. Centricity Business enables us to take data from anywhere. We receive radiology data, lab data, and clinical data from three different non-GE systems and are able to translate, load, and process that into our Centricity Business system with really good success.”

*Tim Jones, Manager of Clinical Information Systems,
Medical College of Wisconsin*

Interoperable

Centricity Business enables healthcare providers to connect with virtually any EMR vendor in the market. Centricity Business empowers our customers to have choice and freedom to choose the systems that work best for their environment.

- Revenue cycle management with clinical workflow integration to virtually any EMR
- Standards-based connectivity enables freedom to choose your clinical system, while lowering total cost of ownership
- Connect the enterprise and provide insights across clinicals and financials to drive improved care coordination and streamlined reimbursements

Centricity Business allows you to drive new levels of patient service across your continuum of care by consolidating the revenue cycle, billing, and exchange of patient information. The ultimate result: your business can move faster than ever with improved profitability and efficiency and enhance quality of care.





An open, flexible approach



Centricity Business Platform and Technology Foundation

Centricity Business's open, web-based approach minimizes the overhead of interfaces and allows organizations to adopt solutions that best meet their needs, to create a complete clinical and financial environment that supports optimal patient care.

The approach centers on easy connectivity with other systems, devices, and equipment for more collaborative care delivery across the continuum. And we're there to make that happen smoothly, with ASP or in-house offerings.





40 years of proven revenue cycle capabilities

Our long-term vision and close customer collaboration are dedicated to helping you continually meet the challenges of today's changing healthcare environment. For over 40 years, GE Healthcare has been assisting healthcare organizations with their revenue cycle to help you keep your organization healthy today and tomorrow.

Centricity Business supports healthcare revenue cycle in the following areas:

- Low-touch billing – Improves ability to meet risks of growing self-pay patient population by reducing human touch across the patient-access and revenue cycle processes
- Clinical connectivity – Drives real-time clinical and financial interoperability through tighter, closed-loop connectivity between Centricity Business and any EMR
- Regulatory compliance – Provides organizations with native ICD-10 support two years ahead of the CMS mandated deadline of October 2014
- Better patient access – Streamlines enterprise-wide patient scheduling
- Lower total cost of ownership – Reduces cost to implement, support, and maintain Centricity Business through virtualization





“Centricity Business has supported UI Health Care’s vision of creating an integrated revenue cycle for our hospital and physician practice plan by helping us create a unified patient statement for all patient encounters.”

*Ken L. Fisher, Associate Vice President for Finance,
University of Iowa Health Care*





Access Management

Schedule patients in seconds.
Zip through arrival like never before.
Engage patients with automated, easy tools. Help increase patient and provider satisfaction.

Scheduling appointments and procedures in healthcare is complex, as certain decisions may impact all subsequent actions. Centricity Business allows for streamlined, easy, and efficient scheduling of physicians and resources across your enterprise.

Centricity Business helps you capture more complete and accurate patient information, and share it widely and easily throughout your enterprise. With convenient tools and easy, direct access to information, your schedulers and administrators can be more efficient.

More effective front-end management enables hassle-free service and enhanced information access. Advanced workflow features and smart technology—including flexible scheduling tools and online work lists—help increase staff productivity.

Centricity Business also helps you optimize revenue cycle management from pre-arrival to payment posting. Smart tools to increase productivity and decrease days in A/R help you stay more profitable. “Management by exception” is a core design philosophy embedded throughout the solution, driving business process improvement by automating routine tasks that allow staff to focus on high-priority activities for faster issue resolution.

Patient access tools streamline visits and offer greater convenience, for increased patient satisfaction. With the Centricity Patient Online portal, you can offer your patients 24/7 access to their health information—and extend your reach—for proactive care management.

When you provide both patients and providers with swift, seamless access to services and easy verification of information about care, they feel more comfortable and confident working with you. GE Healthcare shares your commitment.





CB Live - Citrix XenApp Plugins for Hosted Apps

IDN Join Link Hide YTB Tools Print Help Lock Logoff

Scheduling Patient New Appointment Provider Schedules Appt Manager Work Lists Chart Tracking Reporting Operations Patient Tracking PLE Anonymous Estimates

Patient Services **COY, KATE** MRN: 170705 Sex: F Hospital Bal: 0.00 Primary Phys: Telephone: 802-827-3619
 Scheduling DOB: 09/01/1970 Age: 42 Years Physician Bal: 3012.00 Primary Ins: BLUE CROSS PRIMARY (IN STATE) Other Tel:
 Pre-Arrival Select Patient SSN: XXX-XX-1234 Special Needs: Financial Counseling Language Spoken: Secondary Ins:

New Appointment

Patient: COY, KATE Reg Category: Annt Type: MRI GUIDE

Appt Reason: mri Provider: Centricity@ Business Department: RAD-DIAGNOSIS Team:

Profile Comments Links

Patient's Appointment List

Visit No.	Date	D	Time	Day	Room	Physician	Room	Room	Room	Room
34858	09/12/2012	W								
34850	09/12/2012	W								
32185	05/08/2012	T								
	01/20/2012	FI								
	01/20/2012	FI								
	11/02/2011	WED	09:45AM	ARR	R30	BELSTROM MD, LAURA	IM	CEN	30	29297
28783	09/30/2011	FRI	09:45AM	PEN	R15	MORGAN MD, KATE	IMHC	SCC	15	28783
26271	12/14/2010	TUE	11:00AM	PEN	R30	VONLEPEL MD, AUDREY	IMHC	NOR	30	26271

Submit Cancel

Next Cancel

Preview Instructions

Scheduling Information Message(s) for: *None*

Primary Appt Department: **Read to Patient**

Linked Appt 1

Linked Appt 2

Health Alerts

GE





“Our organization has saved not only time and resources with the automated workflows and low-touch billing aspects of Centricity Business; we have been able to create work lists that allow us to pass information between our practices and our central business office, so we can communicate a lot more efficiently.”

*Jose Rivera, Corporate Director Physician
and Professional Services,
Orlando Health*





Patient Financials

Greater automation and flexibility.
Better collection of self-pay balances.
A solution that scales when you do.
Overall improvements in your financial well-being.

To ensure a vigorous bottom line, you need to optimize the revenue cycle. There are two sides to the equation—you need to reduce inefficiency, errors, and waste, while streamlining processes and enhancing staff productivity. Centricity Business includes a robust set of accounting and workflow tools to help you positively affect key financial metrics like A/R days, cost to collect, and denial rates, while keeping your FTE-to-provider ratios low.

With a focus on automation and a management-by-exception design philosophy, Centricity Business helps you better manage patient data and reduce insurance denials caused by common claims errors. Next-generation technologies improve workflow and increase staff productivity by automating key processes and prioritizing tasks requiring manual intervention. This approach helps accelerate payment collection and reduce administrative costs.





GE Healthcare provides patient billing tools that go beyond any other currently available revenue cycle management solution to enable a low-touch, high-return approach to managing your business. Key features include:

- Patient liability estimator
- Budget plans with re-occurring payments
- Pre-payment workflows
- Financial assistance
- Point-of-service determination
- Real-time claims adjudication

Designed to improve your revenue cycle through automation and standardization, our EDI services combine expert management support with advanced integrated software to help you speed up the revenue cycle, increase productivity, and accelerate reimbursements.

Centricity Business gives you the versatility you need to address evolving regulatory challenges and rapidly changing reimbursement models, while supporting your patient care and business needs.





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Patient Services

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 DOB: 09/01/1970 Age: 42 Years Physician Bal: 3012.00 Primary Ins: BLUE CROSS PRIMARY (IN STATE) Other Tel:
 SSN: XXX-XX-1234 Special Needs: Financial Counseling Language Spoken: Secondary Ins:

Select Patient

Patient Liability Estimator - Results Summary

Estimated Liability - Input Criteria

Estimated Prepared For: This Patient

Insurance: BLUE CROSS PRIMARY (IN STATE) **Est Svc Dt:** 11/26/2012

Care Episode Category: SURGICAL **Care Episode:** GRADE III ACL TEAR - ACL REPAIR

Hospital Components	Description	Modifier
Inpatient Procedure:		
Outpatient Procedure: 29888	KNEE ARTHROSCOPY/SURGERY	
Diagnosis: 717.83	OLD DISRUPT ANT CRUCIATE	

Benefits

Patient Coinsurance %: 20 **Copay Amount:**

Remaining Deductible: 400.00 **Remaining Out-of-Pocket Max:** 1500.00

Estimated Patient Liability

System	Cost/Chg Amount	Covered/Allowed	Deductible	Coins.Discount	Copay	Est Pat Amount
Ambulatory	4518.56	4518.56	400.00	823.71	0.00	1223.71
TOTAL	4518.56	4518.56	400.00	823.71	0.00	1223.71

Total Estimated Patient Amount (incl OOP Max): 1223.71

Details Printing Back Save Cancel





“Prior to our relationship with GE, we really had no idea what type of denials we had. Once we implemented Centricity Business, we became very exception driven and highly automated with great flexibility to add additional physicians very, very quickly into our infrastructure. That is huge as we have been developing our physician enterprise.”

*Keith Eggert, Vice President Revenue
Management, Orlando Health*





Business Intelligence

Easy-to-use dashboards.
Visibility to trends and opportunities.
Actionable insights.



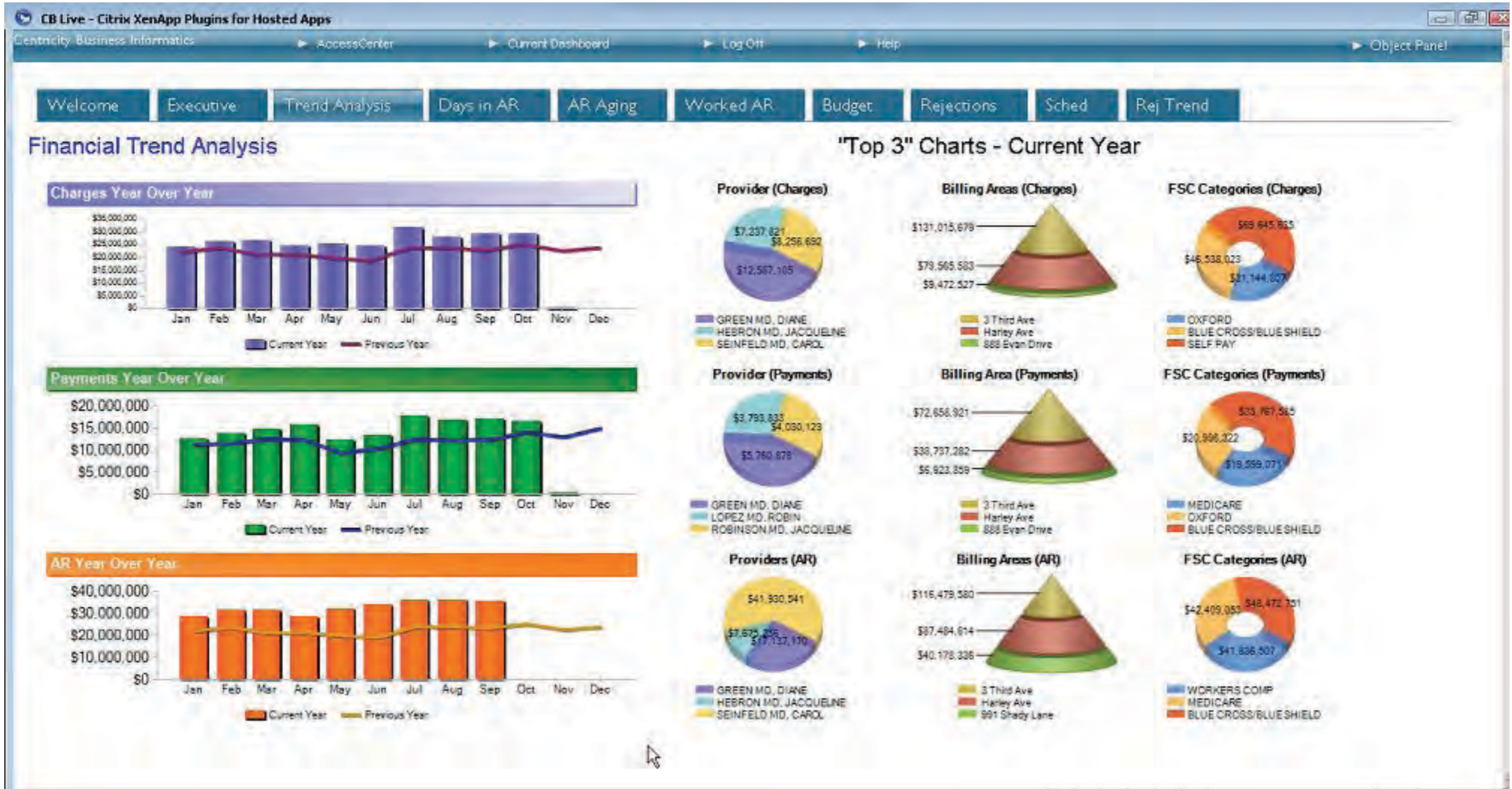
Centricity Business-Informatics transforms complex data into meaningful, easy-to-understand information you can use to make critical decisions and resolve problems quickly. This integrated business intelligence suite provides flexible analytic tools that make it easy to quickly identify trends and issues.

Easy-to-use dashboards highlight key performance measurements for quick analysis. They provide daily, weekly, or yearly measurements based on the information needs of specific users or departments. This puts actionable intelligence directly into the hands of those who can resolve problems and improve performance.

Data points can be modified on the fly, and reports generated in seconds. You can access third-party information such as customer satisfaction scores, benchmarking data, and budget numbers for a more complete picture of practice performance.

With Informatics tools from GE Healthcare, physician leaders and operational managers can spend more time productively analyzing data, and less time gathering it.







“On a daily basis, our dashboards, data mining capabilities, and compilation of information help every team member within our organization, from line staff to administrators. We all have access to information that is at our fingertips.”

*Jose Rivera, Corporate Director Physician
and Professional Services, Orlando Health*





Trusted for over 40 years, Centricity Business is built on a core foundation of enterprise-ready, high-performance, and interoperable revenue cycle capabilities. Used by hundreds of leading healthcare providers, Centricity Business can help users improve margins by lowering A/R days, meet emerging industry needs with a highly flexible architecture, and help enhance patient care by seamlessly interoperating with any EMR.

www.gehealthcare.com/centricitybusiness

Follow us on Twitter at www.twitter.com/gehealthcare

About GE Healthcare

GE Healthcare provides transformational medical technologies and services that are shaping a new age of patient care. Our broad expertise in medical imaging and information technologies, medical diagnostics, patient monitoring systems, drug discovery, biopharmaceutical manufacturing technologies, performance improvement and performance solutions services helps our customers to deliver better care to more people around the world at a lower cost. In addition, we partner with healthcare leaders, striving to leverage the global policy change necessary to implement a successful shift to sustainable healthcare systems.

Our “healthymagination” vision for the future invites the world to join us on our journey as we continuously develop innovations focused on reducing costs, increasing access, and improving quality around the world. Headquartered in the United Kingdom, GE Healthcare is a unit of General Electric Company (NYSE: GE). Worldwide, GE Healthcare employees are committed to serving healthcare professionals and their patients in more than 100 countries. For more information about GE Healthcare, visit our website at www.gehealthcare.com.

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