

From Chaos to Clarity: Crossroads Behavioral Health Streamlines RCM

This case study showcases how Coronis Health significantly improved collections for **Crossroads, a 450-bed Medicaid treatment facility**. By transitioning from in-house billing to outsourced RCM, Crossroads achieved a 15% increase in collections.

The Problem:

- **Lack of accountability and timely claims submissions:** This issue led to lost revenue and delayed reimbursements.
- **Inconsistent payment posting:** This inconsistency created confusion for customers and made it difficult to track financial performance.
- **Management frustration with overall revenue cycle performance:** Inefficiencies in the billing process negatively impacted cash flow and financial visibility.



The Solution:

- **Revenue Sharing Model:** Aligning financial incentives for both parties.
- **Transparency and Expertise:** Coronis provided clear communication and specialized knowledge in coding and claims.
- **Dedicated Support:** Weekly calls ensured ongoing problem-solving and growth accommodation.
- **Enhanced Reporting:** Daily, weekly, and monthly data facilitated Medicaid compliance and business management.

The Results:

- **Increased Collections by 15%:** Improved revenue cycle efficiency led to a significant financial gain.
- **Streamlined Operations:** Management was freed to focus on business growth initiatives.
- **Facility Expansion:** Crossroads successfully added a detox and IOP facility within a year.
- **Improved Revenue Cycle Performance:** Coronis expertise boosted key metrics like claim accuracy and collection efficiency.

Key Takeaways:

- **Enhanced Collections:** Outsourcing billing improves collections and frees resources.
- **Behavioral Health Expertise:** Specialized RCM partners ensure efficient Medicaid reimbursement.
- **Successful Partnership:** Communication, incentives, and reporting build trust and results.

"I can't wait to log into our bank account to check deposits each morning. Cash flow is consistent which was not the case prior to working with Coronis."

Tammie Wilson
Chief Executive Officer