

## From Stalled to Soaring: How a Pathology Group Unleashed Explosive Revenue Growth

This case study explores how Coronis partnered with a multi-site pathology group in Southern California to significantly improve revenue and build trust.

### The Problem:

- **Limited Billing Expertise:** In-house billing lacked the knowledge to optimize revenue, potentially leading to missed charges, incorrect coding and inefficient workflows.
- **Unexploited Revenue Stream:** The group wasn't billing for CPC, leaving significant money on the table.
- **Stagnant Revenue Growth:** Without proper billing and new revenue sources, income growth stalled.

### The Solution:

- **Expertise and Technology:** Coronis provided specialized billing expertise and technology to optimize revenue capture.
- **Expanded Billing:** Coronis introduced CPC billing, generating a new revenue stream.
- **Client Focus:** Coronis prioritized building trust through exceptional customer service for both the pathology group and their patients.

### The Results:

- **Explosive Revenue Growth:** Annual revenue surged 191% from 2019 to 2021 and is on track for an additional 8.7% increase in 2022.
- **Anatomic Pathology Boost:** Revenue in this core area grew by 162%.
- **New Revenue Stream:** CPC billing now accounts for 17% of the group's total revenue.
- **Financial Stability:** Even during the pandemic, collections remained strong, exceeding pre-Coronis levels.



### Key Takeaways:

- **Expertise in Billing and Coding:** Capture optimal revenue from existing services through specialized knowledge.
- **Boosting Financial Performance:** Invest in new revenue streams, like CPC billing, for significant financial gains.
- **Building Trust Through Service:** Exceptional customer service is crucial for long-term success and fostering strong patient relationships.

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