



**MedicalManagement**  
turning good practices into great businesses

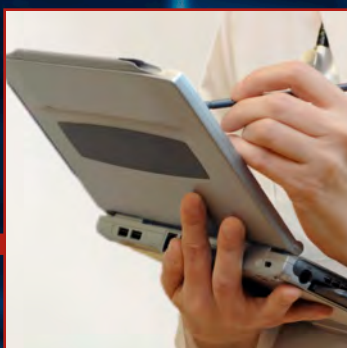


## Control Your Destiny

Helping people live longer, healthier lives – that’s what you do. You’ve made patient care your life’s work. And despite the changing, complex world of healthcare, you still believe in the value of an independent practice. You like charting your own course – controlling your own destiny – making your own decisions about what’s best for your patients and your practice.

But running a practice in the era of “big medicine” gets harder all the time. Everything’s changing. Technology and administrative processes are more complex. Payers get bigger every day. The government is always changing the rules. And reimbursement continues to be a challenge. Keeping pace with these changes and guiding your practice through them takes expertise, time and resources you may not have.

ALN can help. We support your desire to remain independent and will work with you to turn your good practice into a great business. We provide Revenue Cycle Management and Information Technology services to physician practices. Using industry-leading financial and clinical information systems, data and business intelligence and disciplined work processes, we’ll help you achieve the results every successful business owner is chasing: higher revenues, lower total costs, less risk, a sustainable future.



# Revenue Cycle Management

## Recover more revenue, more efficiently

An independent practice requires financial strength, and financial strength comes from a well-managed revenue cycle. While there was a time when managing billing mostly meant making follow-up calls to insurance companies, it's a much more sophisticated process now.

Today's revenue cycle encompasses virtually every activity in your practice. And it continues to change at a steady pace. To really improve performance, you'll need a partner who understands the process from beginning to end. Someone who can use the latest tools and best practices to make sure every part of the process is performed efficiently, accurately and consistently. ALN is that partner.



## Full outsourcing, do it in-house, or something in between

Every practice's situation is unique and yours is no different. ALN's services are comprehensive and can be configured to meet the needs of any practice. So whether you want a full outsourcing partner or someone to handle just select revenue cycle management activities, ALN can do the job. No matter how you choose to use our capabilities, the goal will always be the same: to help you gain more control over your revenue cycle so you can control your practice and your future.

## Complex challenges, proven solutions

*Here are some of the ways ALN can help you improve revenue cycle performance.*

### Improve the process to improve results.

The key to revenue cycle performance is doing the right tasks the right way at the right time. ALN has spent years perfecting revenue cycle management processes that produce superior results. Using best practices, enabled with technology and allocated efficiently between professionals in your organization and ours, ALN consistently collects approximately 98% of the contractually allowed amount for our clients, generally increasing revenues by 5-10% for most practices and as much as 20% for many others. We'd like the chance to deliver similar results to your practice.

### Gain business insight.

Do you really know how your practice is performing right now? Not just how much you have in A/R, but why? How many new patients did you see last week? How many left without paying their co-pay or outstanding balance? Which payers are not reimbursing at contracted rates and which are paying slowly? Where do most of your denials originate? ALN answers these questions – and countless others – with hard data generated by our systems and processes. We ask the right questions, look for data in all the right places and accurately analyze and report what we find. So you have the business intelligence to quickly solve the problems that are creating leaks in your cash flow.

### Move data electronically—safely, accurately, efficiently.

The physician revenue cycle has long been a predominately manual, paper-intensive process that breeds mistakes. Scheduling and registration errors, lost charges, underpayments gone unnoticed – all erode the bottom line. ALN understands the value in automating as much of the process as possible – patient registration, eligibility verification, charge capture, claims status reporting, electronic remittance and funds transfer, patient payments, cash management and more. This reduces errors which cost you money, and lets your people and ours focus on tasks that improve collections, which makes you money.

# Information Technology



## Move to a technology-enabled practice, securely and predictably

It is inevitable that technology will be a more critical element in your practice. Your revenue cycle is increasingly driven by technology. And now technology is coming to the clinical side of your practice via the electronic medical record. Adopting technology is a complex journey. Setting the right strategy, picking the right software, staying on top of hardware and internet components, managing implementation, providing support and maintenance, and paying for it – the challenges never end.

ALN understands. And we want to help you navigate this new path to technology with an IT solution that fits the needs of your practice, makes economic sense, reduces complexity and risk, and puts your practice on a flexible path to the technology-based future.

## Move forward with less risk

*The ALN team has helped many practices face their IT challenges – and surmount them. Here's how:*

### Use proven software.

ALN believes the right technology strategy for physician practices facing an uncertain and rapidly changing future starts with a top tier software application that has a fully integrated practice management and electronic medical record system. Based on extensive evaluation of the market, ALN selected two very strong products that give our clients a real, but safe choice - Centricity® from GE Healthcare and CareTracker® from Ingenix. Both are CCHIT-certified, developed by industry leaders with excellent track records and a lot of staying power. These products are used by thousands of practices in every specialty and practice size.

### Make an integrated solution the foundation of your practice.

Simply put, your financial and clinical applications have to be two sides of the same coin. You must be able to integrate data from other applications and organizations. ALN's experience and expertise assure your technology works together and becomes the foundation of the success of your practice now and in the future.

### Reduce total IT costs.

Managing your own IT infrastructure can be costly and time-consuming, so ALN offers a better solution. We help you manage the total lifecycle cost of your technology through our software-on-demand solution. After your implementation costs, you pay a monthly fee for software, hosting and support – giving you a consistent predictable expense that aligns technology costs with the benefits you receive.

### Realize value faster.

ALN's software-on-demand solution eliminates the big upfront investment in servers and software. No more manual tape backups, no more upgrade CDs to run after hours. All that's required is a basic IT infrastructure and a high-speed internet connection. With a lower capital outlay, you'll pass the break-even point faster and begin bringing home the benefits sooner – higher revenue at a lower total cost.

## Choose an IT partner, not a software vendor

As you gear up to make a systems change, consider this: many companies sell software, but few are willing to serve as a true IT partner. At ALN, we'll stand beside you through every step of the journey. And we'll stand behind our solution too. Because we're not just selling software – we're accountable to you for the results.



# Take Charge of Your Future

Turning a good practice into a great business takes hard work. But the rewards make it all worthwhile. If you're ready to take charge of your future, it's time to learn more about ALN's services.

Visit our website, send us an email or give us a call. We can't wait to get started.

[www.alnmm.com](http://www.alnmm.com)   [info@alnmm.com](mailto:info@alnmm.com)   1-866-611-5132



## Business Services

### Strengthen your business from a trusted source

ALN's Revenue Cycle Management and Information Technology solutions provide the foundation you need to secure an independent future. However, you will also need other services as you move forward. Perhaps you're considering a merger with another practice, looking to add ancillary revenue, reconfiguring your staff, reviewing your benefits package or needing to build a better website. Regardless of how you choose to strengthen your practice, ALN has the resources to help you make change happen.

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## Count on ALN

*Many companies want to help you build a stronger practice. So what makes ALN different?*

### Focus on your independence.

We're deeply committed to the success of the independent physician practice. Helping you maintain autonomy is our priority.

### Business expertise.

We're a team of people who have helped hundreds of organizations improve performance. Our secret? Best practices, disciplined processes, applied consistently, enabled with technology, informed by data and managed jointly with our clients.

### Healthcare experience.

We've worked in the healthcare world for a long time. Navigating its challenges on behalf of our clients comes naturally to us. It's in our DNA.

### Right-sized.

We're big enough to deliver powerful solutions for our clients, but small enough to care about your independence – the perfect size for a business partner.

### Relentless spirit.

We love our independence as much as you do and understand your desire to retain it. So we'll get behind your goals right away and do our absolute best to help you reach them.



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