

Keystone Health Partners

Customer Testimonial

Sarasota Center for Family Health & Wellness

Learn About Their Story Working With Keystone Health Partners



“In Their Own Words”

The Sarasota Center for Family Health & Wellness

The Sarasota Center for Family Health & Wellness is a private medical practice that offers superior patient care in a concierge setting. Dr. Laura Hershorin heads the practice, which is focused on personal, individualized care, and taking a holistic approach to your health and wellness. Keystone Health Partners has worked with The Sarasota Center for the last four years, and was a major partner in the transition from a standard medical practice to concierge service.

The Challenge: Effective Medical Billing



The healthcare industry is constantly changing; rules and regulations from government as well as insurance carriers are almost always in flux. This can be difficult to keep up with when it comes to accurately billing services, and then receiving payment for care provided. The Sarasota Center was already an expert at providing excellent patient care, but it takes a lot of time, training, and specialized knowledge to also be an expert at medical billing. For example, if just one letter or number was coded incorrectly, the claim may be denied outright or kicked to a medical necessity board. This is costly in terms of time and effort, and the ability of a practice to follow up these claims is limited without specialized knowledge and industry expertise.

The Solution: Keystone Health Partners



Four years ago, the Sarasota Center decided to outsource their medical billing to Keystone Health Partners, and they've never looked back. Keystone brought in-depth industry knowledge of medical billing and practice management, and this partnership has greatly benefitted the Sarasota Center. Not only was Keystone able to audit individual accounts for collection purposes, they were also able to integrate the practice management and EMR systems already in place. This eliminated the need to duplicate information and streamlined the entire revenue cycle.

The Result: Increase in Productivity & Revenue Collected



In calendar year 2014, the Sarasota Center collected \$20,000 more than in 2013 while providing similar services. The need to work with a collection agency has been completely eliminated, and the practice is benefitting from a consistent, timely payment process. Keystone's combination of industry expertise, embrace of regulatory change, and familiarity with practice management systems has taken the pressure off of the practitioners at Sarasota Center - now they can focus on providing excellent care. This is a big improvement in personnel resources. In the words of Bernadette Corcoran, practice manager at Sarasota Center, the relationship with Keystone has been “worth every penny!”