



## Women's Health USA Adopts RCxRules and Gains Revenue Cycle Optimizations

Wilbraham, MA (PRWEB) January 28, 2014 - Women's Health USA has implemented the RCxRules business process automation solution as part of its ongoing mission to drive optimal revenue cycle performance through the use of innovative technology.

A leading provider of business management services for physicians, Women's Health USA (WHUSA) has a heritage of building and adopting innovations that enhance

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revenue cycle performance and maximize revenue for the physicians they serve. "We had built our own proprietary claims scrubber and used other best practices to bring our days in A/R into the twenties," says Vanessa Ryan, WHUSA's Vice President, Operations, "but we wanted to move away from the claims scrubber approach of resolving issues on the back end to eliminate costly rework."

RCxRules (RCx) technology integrates industry standards and best practices directly into the revenue cycle workflow, eliminating rework and lowering the cost of running a high-quality business operation. RCxRules users avoid back-end charge corrections and receive insurance payments more quickly all while reducing manual effort. By accepting charge data from any clinical source and automatically evaluating all charges against industry-standard rules and internal best-practices, RCxRules ensures charges are clean and accurate before they enter the revenue cycle management system.

Three months after going live on RCxRules, WHUSA requires less effort to provide billing services and has reduced and reallocated staff in denials management and coding to improve efficiency and focus on areas of the business that utilize resources more effectively. "RCx does things that are truly unique such as consider encounter history when evaluating a charge. RCx brings business intelligence into the revenue cycle."

As WHUSA's customers began using a variety of different clinical systems, WHUSA wanted to increase the efficiency of managing data from multiple sources. By selecting

RCxRules they are able to automate and optimize the translation of clinical encounters from disparate systems into clean, compliant billable events that are then processed by WHUSA's revenue cycle system.

With a track record of developing their own technology, the WHUSA team sought a collaborative vendor partnership. Ryan says, "With the RCx team, we have a voice. We have brought new ideas and requirements to the table and many have been incorporated into the RCx product."

WHUSA has successfully expanded its use of RCxRules with a new, large-volume Lab business that went live in December, 2013.

RCxRules CEO, Stephen Gorman says, "We are very proud to help WHUSA continue with their on-going commitment to maximizing the value they deliver to their customers and we are pleased to see WHUSA quickly realize financial benefits from implementing RCxRules."

### **About RCxRules**

RCxRules provides business process automation technology that improves reimbursement cycle time and reduces the cost of running a high-quality revenue cycle management process. RCxRules automates the process of translating clinical encounter data into clean and accurate billable events. RCxRules complements existing clinical and revenue cycle systems allowing for rapid deployment and protecting legacy investments. Founded in 2011 by experts in physician billing and technology, RCxRules is a privately-held company. To learn more about RCxRules, please visit <http://www.rcxrules.com>.

### **About Women's Health USA**

Women's Health USA offers administration and management services to physician practices, consulting to the health care industry, management services to fertility physician practices specializing in advanced reproductive medical services and provides clinical trial sites. The organization provides a unique combination of experts and exclusive relationships to help patients, clinicians and the organizations that serve them. Women's Health USA is a valued partner to physicians, health plans, biotechnology companies, pharmaceutical and device manufacturers, as well as technology solution organizations in ensuring quality patient care. For information on Women's Health USA, please visit <http://www.womenshealthusa.com>.

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