

New York-based HME is “all in on Brightree” with latest revenue cycle management success

Challenge

After acquiring several companies and adding a third location, Nunn's was growing so fast that the organization couldn't keep up with the increase in business and staffing of the back office.

Solution

By adding Brightree's Revenue Cycle Management service to the full suite of integrated solutions, Nunn's was able to let go of the stress of staffing the back office while experiencing significant cash flow improvements.

Established in 1942, Nunn's Home Medical Equipment prides itself on providing patients with “the care you need with the service you deserve.” So, it was only fitting for the New York-based business to team with a software and service provider like Brightree that followed the same philosophy.

In 2009, Nunn's first partnered with Brightree for document management and over the years has added solutions for mobile delivery, resupply, patient collections, analytics, patient hub and most recently SNAP.

And as they shifted their business over the last decade to focus on the respiratory, CPAP, BiPAP and oxygen sectors of DME, the company began expanding so fast that they added a third location in Syracuse.

“That's when we decided we needed Revenue Cycle Management because we couldn't keep up with the increase in business and the hiring and training of our whole back office,” explains Nunn's owner Erin Weiman. “As our business has grown, Brightree was growing with us, and it was obvious that the right choice was to partner with Revenue Cycle Management. We're all in on Brightree.”

“Brightree has shown us throughout the years that we could trust them. We're in this together.”

Erin Weiman

Owner, Nunn's Home Medical Equipment



Collaboration and trust

For Weiman, she says she felt what most providers feel when making the decision to outsource billing.

“You’re letting someone into all of your patient accounts and private information about how your business is doing and how much you’re billing, and it feels like you’re giving up control. But Brightree has shown us throughout the years that we could trust them. We’re in this together, and I’m actually the one that’s still in charge. They’re here to help us succeed.”

In addition to trust, Erin points out that collaboration is a key factor that Brightree brings to table. Alex Heckner, Brightree’s director of RCM customer experience, has a regular call with the billing department manager of Nunn’s to provide not only the metrics but also what could be done differently and what other customers are experiencing.

“I definitely feel like we’re in good hands because the Brightree team is an extension of our staff,” says Erin. “There’s a constant two-way conversation of ideas and suggestions as they work with us to write our playbook for success, and they’re always willing to take a step back and rewrite it if it needs to be done differently.”

Erin adds that overall Brightree provides more of a streamlined solution for her business, including doing a good job with enhancements, letting them know what’s happening, and always taking into consideration what the customer wants and needs.

“Brightree has made our processes much easier and more efficient, and the outcome of that is saving us time and money.”

Erin Weiman

Owner, Nunn’s Home Medical Equipment

Poised for pandemic and beyond

Because they already had revenue cycle management services in place when the pandemic hit in 2020, Nunn’s didn’t have to deal with the staffing issues that have been rampant across industries.

“You just didn’t know who was coming to work, who wasn’t coming to work; and when you’re billing and confirming is not getting done, then that’s a problem for cashflow,” states Erin. “So that was a lot less stressful for me because Brightree was dealing with all the HR aspects of billing.”

And while many businesses simply hoped to stay afloat during the pandemic, Nunn’s financial metrics have improved with Brightree’s revenue cycle management services.

“Brightree has made our processes much easier and more efficient, and the outcome of that is saving us time and money,” Erin says. “So, for instance, tasks are much quicker now with our audit process. We’ve also seen a decrease in our 120-bucket, our write off ratios and our denials, and these are all very important to our business.”

Results

With Revenue Cycle Management services, Nunn’s has seen improvements in their processes, resulting in saving time and money and increasing cash in the door.



Decreased
denial ratio by
24%



Reduced AR aging in
120 days from 15% to
10%



Write off ratio
reduced to
1.1%

Rewrite your story with Brightree. Visit brightree.com/consult or call 833.916.1554 to schedule your consultation today.