



## OPTIMED MANAGEMENT

21 Employees • Lincoln, NE • ZirMed client since 2006



### BEFORE ZIRMED:

PROCESSES FOR HANDLING CLAIMS REJECTIONS AND CONDUCTING FOLLOW-UP WERE MANUAL AND TIME-CONSUMING.

### ZIRMED SOLUTIONS:

- ANALYTICS
- CLAIMS MANAGEMENT
- REMITS
- ELIGIBILITY
- PQRS
- ZPAY

### RESULTS:

- GREW BUSINESS WITHOUT HAVING TO BRING ON ADDITIONAL STAFF
- ENABLED THEIR PROVIDER BASE TO EASILY PURSUE AND CAPTURE PQRS INCENTIVES
- SLASHED AVERAGE DAYS IN A/R

CEO Valerie Johnston had a twofold goal when she founded OptiMED in 2001—grow her billing service business and empower her provider base to accomplish more than they otherwise could.

But by 2006, she decided her claims management vendor couldn't keep up.

"We had to page through reports and hunt down rejections," Johnston says, "then figure out the error or missing information, and then finally fix the claim and submit it all over again. It was just too time-consuming."

### Why We Chose ZirMed

"We needed claims management solutions that would help us become more efficient as an organization," Johnston says.

When she learned about ZirMed, she says, she saw the advantages immediately.

"ZirMed catches claims that would end up being rejected, flags them, and provides clear explanations of what we need to fix—before the claims are even submitted to payers. The steps are more efficient. So is the overall process.

"With ZirMed, you can make changes on the claims and instantly resubmit. There's

no need to wait around for the claim to reach the payer—when it's only going to get rejected anyway—and then wind its way back to you."

"When other vendors call and promise they can do what ZirMed does, I only have to ask one or two questions before it's obvious they can't. They say no—so I say goodbye."

— Valarie Johnston  
CEO

### Favorite Features

"You can view the EOB associated with each claim instead of having to track down the information in another system and match it," Johnston says.

"ZirMed's enrollment process for claims and remits is fast and easy," she adds. "I've yet to meet another vendor who can compete with it—and believe me, I hear from other vendors regularly. When they call and promise they can do what ZirMed does, I only have to ask one or two questions before it's obvious they can't."



## How ZirMed Benefits OptiMED

“Reducing the time we spend conducting follow-up is a huge cost savings,” Johnston says. “The claims scrubbing and Simple Response messages have dramatically decreased the time it takes to resolve rejections—and helped us reduce our A/R days overall.”

“ZirMed helps us deliver more benefits to the providers we work with. It’s one-stop shopping for us—we live and breathe in ZirMed.”

“We’ve grown our book of business,” she notes. “But because we’re more efficient, we didn’t have to grow our staff to handle the additional workload.

“Just as important, ZirMed helps us deliver more benefits to the providers we partner with. We want to add value, and ZirMed helps us do that. For example, we use ZirMed’s PQRS solution to help our providers capture PQRS incentives without slowing down their claims processing. It gives them peace of mind knowing they’ll still get paid quickly even though we’re checking for additional details. If we couldn’t do that, many of them probably wouldn’t even do

PQRS, simply due to the extra labor and delays involved.

“ZirMed is one-stop shopping for us. We live and breathe in ZirMed.”

Ready to Transform Your Financial and Operational Performance?

Contact ZirMed today at:

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## About ZirMed®

Founded in 1999, ZirMed is the nation’s only company delivering proven cloud-based clinical and business performance management solutions to meet the challenges of managing population health and optimizing fee-for-service and fee-for-value reimbursements. ZirMed combines innovative software development with the industry’s most advanced transactional network and analytics platform to improve the business and process of healthcare, give organizations a clearer view of their financial and operational performance, and streamline critical connections between providers, patients, and payers. ZirMed’s industry-leading technology and client support have been recognized with awards from KLAS®, Healthcare Informatics, Best of SaaS Showplace (BoSS), and Black Book Rankings. Our nationwide network facilitates, manages, and analyzes billions of healthcare transactions, driving bottom-line performance with population health management, clinical communications, comprehensive analytics, eligibility, claims management, coding compliance, reimbursement management, and patient payment services—including credit card processing, online payments, statements, estimation, and payment plan management. For more information about ZirMed, visit [www.ZirMed.com](http://www.ZirMed.com).