



# Azalea Health

Built for RHCs

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# About Us

*Azalea Health is creating a **One Patient, One Record** environment that supports **community physicians and hospitals** in delivering better patient care.*

- Established 2008 in Valdosta, GA with a focus on rural and community-based healthcare needs
- 210+ employees nationwide, with offices in Atlanta, Valdosta, and Houston



Affordable



Ease of Use



Patient  
Engagement



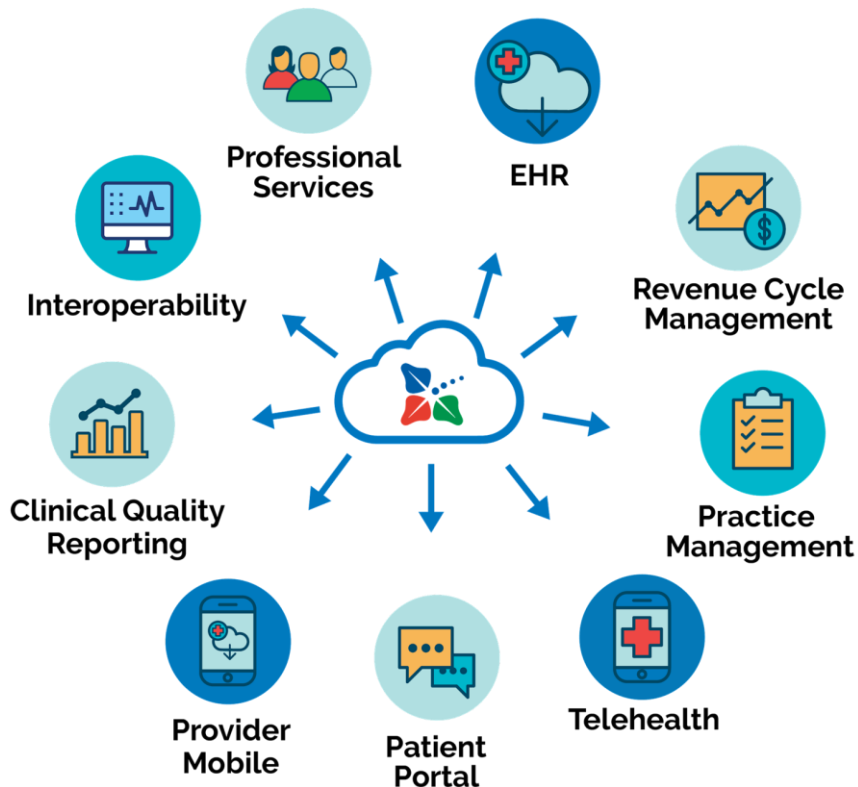
Complete  
Care

**Value** - comprehensive, certified and affordable

**Simplicity** - easy to use, quick to deploy and simple to maintain

**Impact** - meaningful results, competitive advantage, improvements to the bottom line.

# 100% Cloud-Based, Integrated Platform



Inpatient and  
Ambulatory EHR

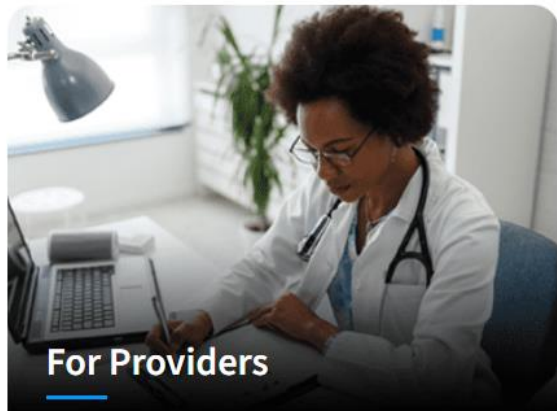
Mobile Capabilities

Telehealth

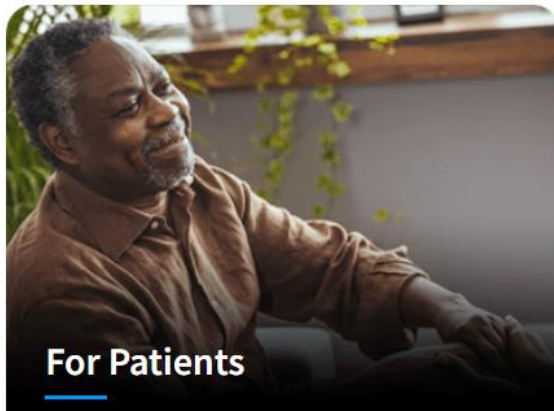
Consulting and  
Professional Services

# A Solution For Everyone

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- ✔ 30% reduction in time spent charting
- ✔ Quick on-boarding turnaround times
- ✔ 50% Less time managing billing



- ✔ Patients participate in their care by using myHealthspot patient portal
- ✔ Secure messaging with providers
- ✔ Easily join telehealth sessions
- ✔ Ability to schedule appointments and reminders



- ✔ 25% Reduction in time registering patients
- ✔ Reduced time managing IT infrastructure
- ✔ Access to clinical and financial analytics to manage practice outcomes

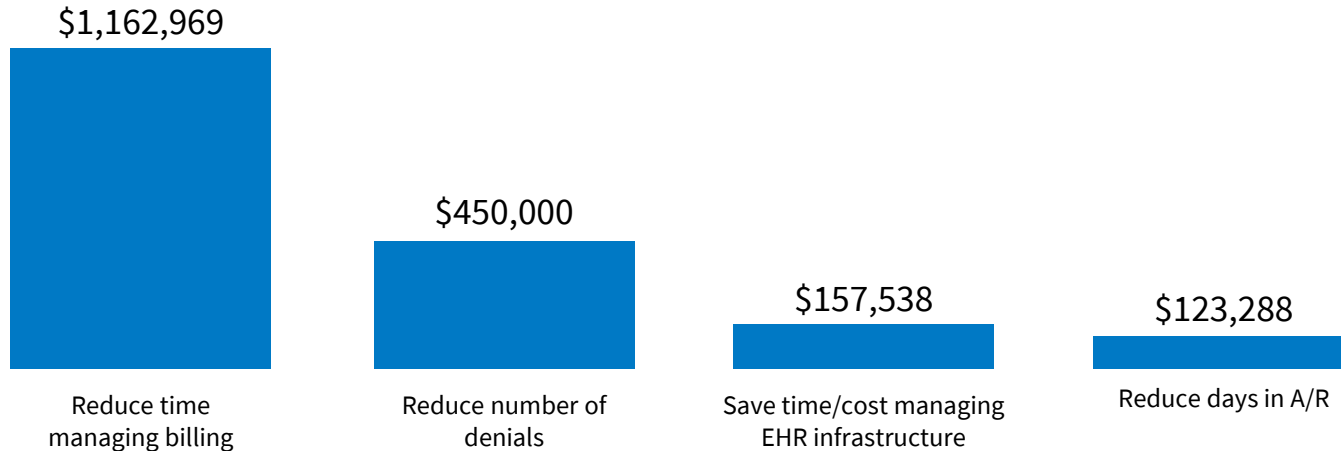
## RCM at a glance

- ❖ 2008: Signed first RCM client
- ❖ Locations: Valdosta, Atlanta
- ❖ Ambulatory RCM
- ❖ End to End Service
- ❖ Professional Staff: Certified Billers/Coders
  - AAPC Certifications (CPC, CPB, CPMA)
  - ARHPC Certifications (CAH-CBS, RH-CBS)
- ❖ Productivity
  - 100+ FTEs
  - Experience with 30+ specialties
  - 1.5M+ Annual Claims Filed
  - \$800M+ Annual Charges



# Case Study

A total of 6 distinct Ambulatory EHRs with RCM benefits were identified during the customer interviews for this research paper. Below is a sample of the top 4 benefits and their potential 5-year value to a Rural Health Clinic with 8 providers and 1,600 patients per year spending ~\$174,000 per year.



## Quantifiable Savings and Profit

*“An annual investment of \$~174,000 generated a positive return in 5.1 months, with annual benefits exceeding \$380,000 per year.”*

## Testimonials

***“RCM works all the denials and works really well with our internal staff.”***

*- KY CEO*

***“Our accounts receivables went from 202 days to 38 days on average with RCM.”***

*- KY Physician, Owner*



# Why Change?

Internal

VS

External

# Why Change?

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## Internal

- Disparate Systems
- Clunky, not user friendly
- Cumbersome workflows / multiple ways to do one thing
- Cumbersome order entry and documentation workflows for in-patient providers
- Limited personalization / customization
- Unreliable prescription entry
- Lacking meaningful use / antibiotic stewardship / infection control support
- Inaccurate and inefficient reporting
- Product support
- System Downtime

VS

## External

- Pandemic(s)
- Emerging technologies (integrations)
- CMS changes / payor changes
- Patient Satisfaction - HCAHPS
- Changes in the community - Care elsewhere?
- Economic factors
- Time

# Change Made Easy

- Transition made quick and easy, with no disruption in cash flow because we know RHC claim configuration, revenue codes, help create UB-04 codes for you
- Our implementation team and trainers understand RHC workflow - we know rural
- Phased approach - our team implements in a way that is as least as disruptive for you and your practice. Keep focus on the patients
- RCM services begin immediately after go-live, ensuring no lag in collections
- Meet your data specialist - we have a dedicated data team that will be happy to talk you through the data transfer process.

## Why Azalea for RHC's?

- Over 200 RHC partnerships
- Knowledge and Experience
  - Implementation – revenue codes for fee schedule
  - Training – simple to onboard and train your staff
  - Reporting – easy to export data for quality or cost reporting
  - Experience – we've learned a ton working with our RHC clients
- Split billing - UB-04 vs 1500
  - New UB-04 feature to default based on insurance, provider, or location
- Medicare Bundling
- Revenue codes
- US Based Support
- Analytics
- RHC payment posting
  - Understanding negative payments, insurance reversals
- Cost Report
  - Medicare credit balance reports - quarterly
  - Medicare Bad Debt reports
  - Vaccine Reports



Thank You!

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