



**Princess Anne Ambulatory Surgery Center**

Location: Virginia Beach, VA  
Multi-Specialty ASC  
2 Operating Rooms, 2 Procedure Rooms  
300 cases/mo

## Princess Anne Ambulatory Surgery Center: Outsourcing Billing Elevates Performance

When Princess Anne Ambulatory Surgery Center's full-time billing and patient account representative requested to have her hours reduced and move into a part-time position, Charmayne Harrington knew it was time for a change. The ASC's business office manager who has been with the Virginia Beach, Va., surgery center since it opened in 2007, Harrington recognized that there was no one on the current staff who could effectively move into this role.

"We looked into hiring another person, but even that would not have been a workable solution," Harrington says. "We were already in need of more support, and that was before our full-time team member made her request. We were lacking in some accounts receivable (AR) follow-up and not managing it as effectively as I knew we should. There were other issues that caused a lot of stress, and I found myself struggling to keep up with my daily responsibilities."

Further complicating matters, Princess Anne Ambulatory Surgery Center could not expand its footprint to support all the business office staff Harrington believed would be necessary to meet its revenue cycle management (RCM) needs. Even if she could enlarge the facility, Harrington recognized that adding space and staff would mean adding substantial costs, more management work, and would still likely lead to disruptions in billing when staff took time off.



Increase in payments



Decrease in AR

*"SNBilling has provided us with a stellar product and team. They are professional partners who care about us. The team is deeply knowledgeable and accommodating to our ASC."*

– Charmayne Harrington,  
Business Office Manager  
Princess Anne Ambulatory  
Surgery Center

But Harrington didn't panic. She knew there was a way her ASC could effectively and efficiently address its looming staffing challenge as well as its other barriers to revenue cycle success: outsourcing the center's RCM.

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– Charmayne Harrington,  
Business Office Manager  
Princess Anne Ambulatory Surgery Center

Princess Anne Ambulatory Surgery Center did its due diligence, interviewing four RCM companies. At the end of this process, the ASC made its choice: SNBilling, the RCM service from Surgical Notes.

### **Familiarity Breeds Comfort (and Collaboration)**

Princess Anne Ambulatory Surgery Center is a multi-specialty ASC that provides a wide range of procedures in two operating rooms and two procedure rooms. The center is a partnership between community surgeons and Sentara Healthcare.

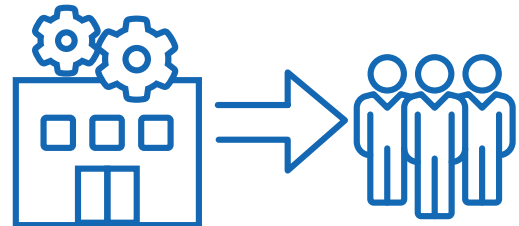
Before beginning its search for an RCM partner, Princess Anne Ambulatory Surgery Center was already familiar with Surgical Notes. The ASC has partnered with the company for transcription services since 2015 and coding services since 2017. "We had great results with these services, so we figured we would have great results with moving our RCM over to SNBilling," Harrington says. "The Surgical Notes team is really good to work with. They're responsive and always willing to provide the information and support we need. This customer service experience and the relationship we already had with Surgical Notes made it an easy decision to choose them as our RCM partner."

These weren't the only reasons why Princess Anne Ambulatory Surgery Center selected SNBilling. Harrington recognized that outsourcing its RCM would

help her ASC eliminate billing downtime due to absent staff and the need for additional office space. In addition, she expected that partnering with SNBilling would improve the ASC's overall revenue cycle performance by expediting the submission of claims by further streamlining of the center's transcription, coding, and billing processes. And there was the matter of Harrington's heavy workload.

"With a team taking care of our RCM, I knew I wouldn't worry on a daily basis whether I was going to find myself short staffed," she says. "When our full-time team member was out, our billing, collections, and payments slowed down significantly until that person returned. Trying to fill in for someone who is sick or on vacation is quite difficult. Not needing to stress about that anymore would be a huge relief."

Transitioning from in-house to outsourced RCM doesn't happen overnight. Harrington and the SNBilling team worked closely together to align processes and workflows while addressing any small issues that came up along the way. "In the first few months, there were a lot of phone calls and questions to the SNBilling team," she says. "They were patient and cooperative in helping us through the transition. They were constantly checking in with me to make sure we had everything we needed and answer all our questions."



Even during the transition process, Harrington could see how Princess Anne Ambulatory Surgery Center was going to benefit from its expanded partnership with Surgical Notes. "We sent SNBilling all of our managed care contracts. Their team interpreted the contracts and then set them up correctly in our practice management system. This was a great experience. The SNBilling team's contract expertise was impressive."



## Across-the-Board Improvements

This contract loading experience was just a taste of what SNBilling delivered and continues to deliver to Princess Anne Ambulatory Surgery Center. "I have a whole team of people behind the scenes who are working all of my claims diligently," Harrington says. "They've found unfavorable trends with insurance companies, and we've been able to resolve those. This has contributed to more timely responses from our payers. The SNBilling team has also filled in the role and responsibility gaps we were experiencing with our staff."

Working with SNBilling, Princess Anne Ambulatory Surgery Center has achieved measurable improvements in many revenue cycle metrics, including:

- Increase in payments
- Increase in payments > 90 days
- Decrease in bad debt
- Decrease in AR

Harrington has seen her productivity improve thanks to outsourcing RCM. "Since I'm no longer spending so much time overseeing employees in the office, I've gotten back valuable time that has allowed me to work on other projects and duties that had been pushed to the back burner. With a talented and educated team overseeing our billing and collections, I don't have to worry about these anymore."

Harrington says she couldn't be happier about her experience working with SNBilling. "It is definitely exceeding my expectations. SNBilling has provided us with a stellar product and team. They are professional partners who care about us. The team is deeply knowledgeable and accommodating to our ASC. They have been able to fulfill our needs and maintain a continued interest in our growth and efficiency. I can truly say that Surgical Notes is an extension of my own team."



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