



Healthcare Revenue Advisors

THE
REVENUE
CYCLE
MANAGEMENT
COMPANY

www.gulf-hra.com

COMPANY PROFILE

GulfHRA, is an established UAE based **Revenue Cycle Management** Company since 2013, providing innovative revenue solutions in compliance with DHA, HAAD, and MOH guidelines to healthcare providers, payers and government healthcare bodies.

GulfHRA's **Revenue Cycle Management** solutions help maximize workflow, enhance productivity, improve revenue, realize cost savings and increase compliance, by increasing efficiency through Consultancy, Training, Practice Management and Outsourcing.

Mission

To enhance performance and value through practical innovative services to our clients, focused on dynamic excellence within the market.

Vision

Excellence – optimized and inspired.



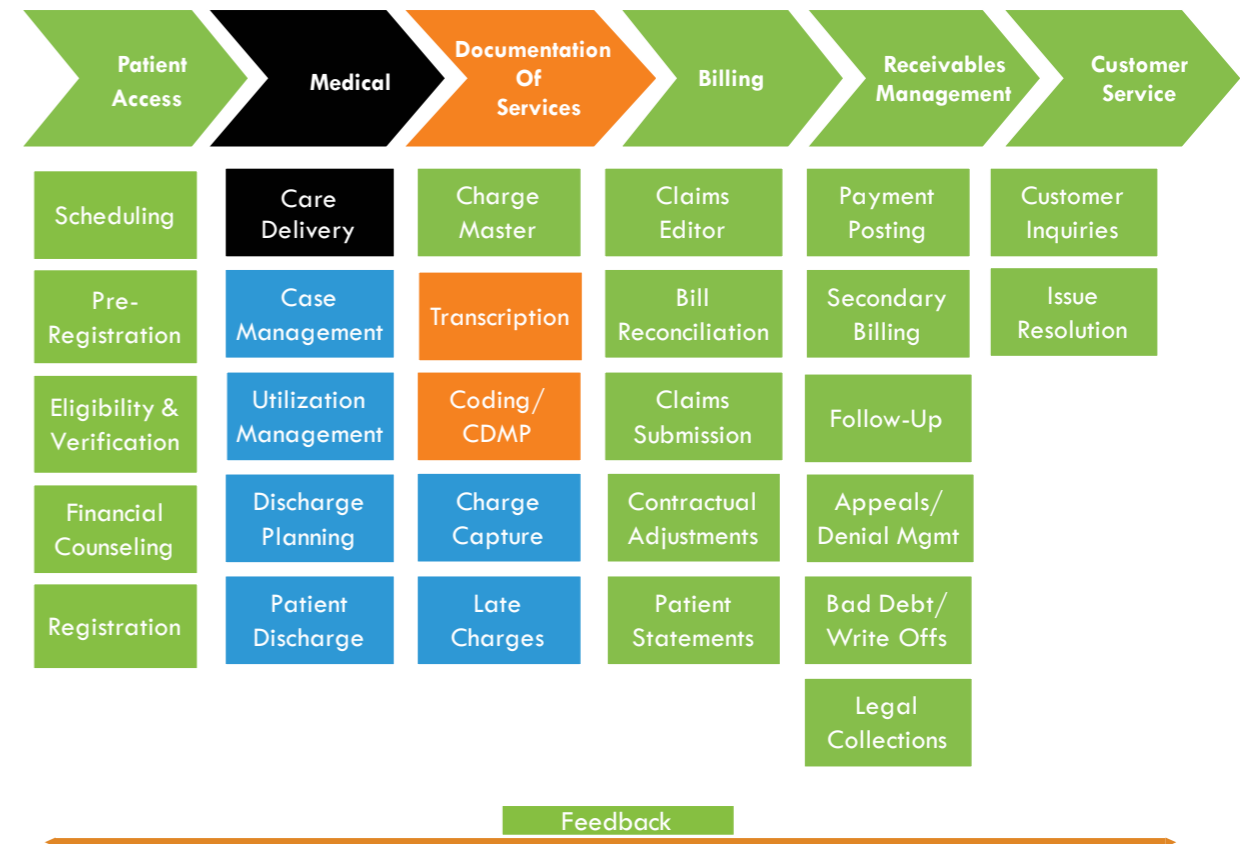
Revenue Cycle Management

Definitions:

The Revenue Cycle is defined as the process by which services including all administrative, financial and clinical functions are provided – charts coded, charges billed/submitted and cash generated – a combination of all administrative, financial and clinical functions to contribute to the capture, billing, collection and management of patient service revenue.

The Revenue Cycle covers a large spectrum of functions to procure cash flow for hospitals and health systems in a transparent and reliable way.

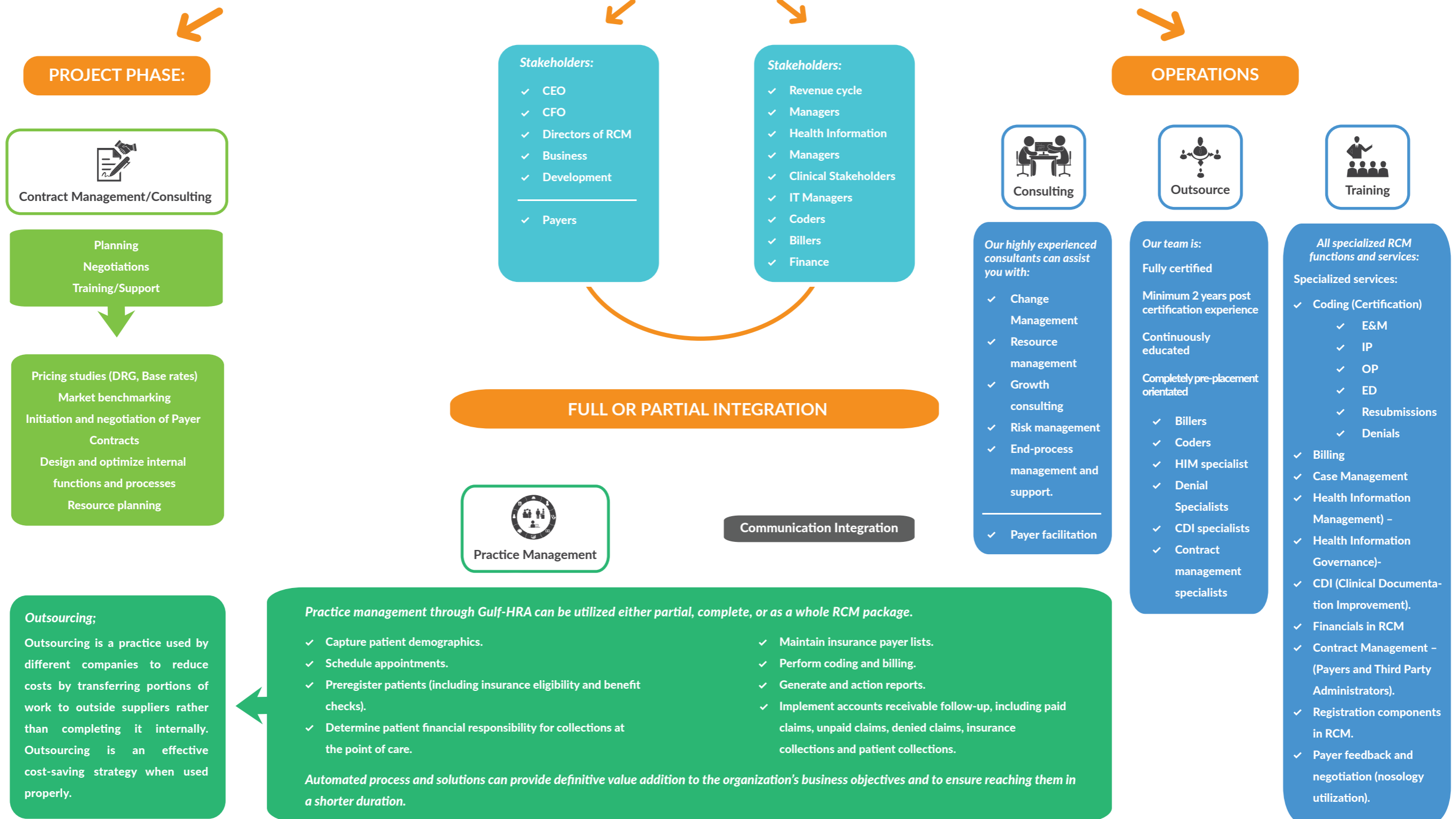
RCM Explained:



REVENUE CYCLE MANAGEMENT

Definition:

RCM is a process by which services are provided, charts coded, charges billed/submitted and cash generated.



Our Services

1. Consulting

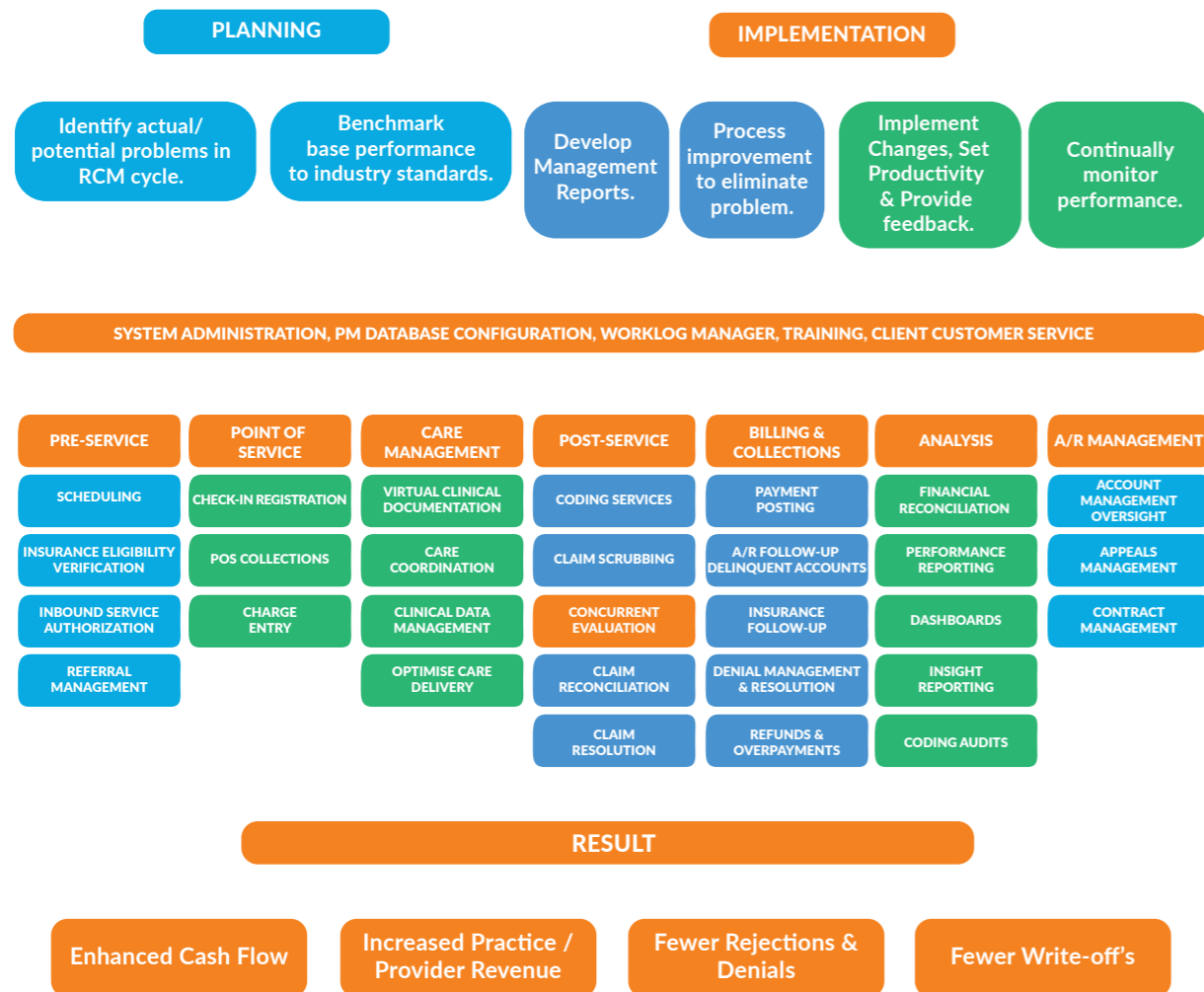
Objective:

Optimize quality standards, proficiency and returns in the RCM process.

Specific Consulting Services through GULFHRA

a) Change Management

Change management is the discipline that guides how we prepare, equip and support individuals to successfully adopt change in order to drive organizational success and outcomes.



Communicating Change in the Revenue Cycle

- ✓ **Analysis:**
Audits, interviews, process control, outcome, return on investment, project viability.
- ✓ **Reporting and Strategy:**
Focused on key decision makers – key operational representatives and important decisions.
- ✓ **Process Optimization:**
Revenue cycle enhancement.
- ✓ **Communication:**
RCM-ergonomics, flow, objectives vs tasks and responsibilities.
- ✓ **Clinical Optimization:**
 - ✓ Improved workflows.
 - ✓ Improved Human Resource pool.
 - ✓ Maximize usage of features of EHR/EMR system.
 - ✓ Optimize and standardize documented processes.
 - ✓ Align EHR/EMR with strategic goals.
 - ✓ Optimal collaboration between clinicians and HIM.
 - ✓ Coordinate information flow between departments.
 - ✓ Benchmark within new healthcare environment.
 - ✓ Financial outcomes (gap analysis, resource optimization, margins).



b) Business and Financial Competency Growth

In business, growth is not an option, it is imperative. We help you focus on this from the business perspective.

- ✓ Expand market relevance (Expand business models and know the impact of RCM on the forecasted growth).
- ✓ Margins (Managing Margins create a safe environment for staff and decision makers).
- ✓ Payment Integrity
- ✓ Price Transparency
- ✓ Business Office Suite
- ✓ Patient Access
- ✓ Revenue Optimization

c) Risk Management:

Forecasting and evaluation of financial risks with identification of procedures to avoid or minimize their impact on business objectives.

- ✓ Segregated versus Integrated functions.
- ✓ Leak Management
- ✓ Financial implications
- ✓ Standards
- ✓ Certifications

d) End - Process Analysis and Support:

- ✓ Auditing – Establish gaps – (front end facilitation to back end functions).
- ✓ DRG/E&M accuracy reports (Up-coding and Down-coding).
- ✓ Identify Problem accounts to decrease A/R Days and Lower Credit balances.
- ✓ Denial Management
- ✓ Payer contract negotiations.



2. Training

Objective:

Optimize Human Resource pool both for internal and external stakeholders.

SCOPE	
RCM Function Support	Specialized Services
<ul style="list-style-type: none"> • Pre-service (Registration, pre-authorization). • Point of service (Physician, case managers, coders, billers, HIS, HIM). • Care Management (Mid Management). • Post Services (Reconciliation) • Billing and Collections (Denials, Business office, Finance department). • Analysis • Accounts Receivable Management. 	<ul style="list-style-type: none"> • Coding <ul style="list-style-type: none"> ✓ E&M ✓ IP ✓ OP ✓ ED • Billing • Case Management • HIM (Health Information Management) – HIG (Health Information Governance). • CDI (Clinical Documentation Improvement). • Financials in RCM • Contract Management – (Payers and Third Party Administrators). • Registration components in RCM. • Negotiation Criteria (nosology utilization).

- a) **Informal:**
Training sessions, team development, leadership, meetings, discussions, brainstorm, debates.
- b) **Formal:**
Certification, development, communicative, HR team development, seminars and orientation sessions.
- c) **Face to Face:**
 - ✓ Scheduled specific (webinars, cohort sessions).
 - ✓ Scheduled day long informational sessions (Marketing/Networking/Branding /Market PREP for new initiations).
 - ✓ Scheduled course/contractual (CDI, Accelerated Development, Stakeholder development).
- d) **Online training:**

Deliver360

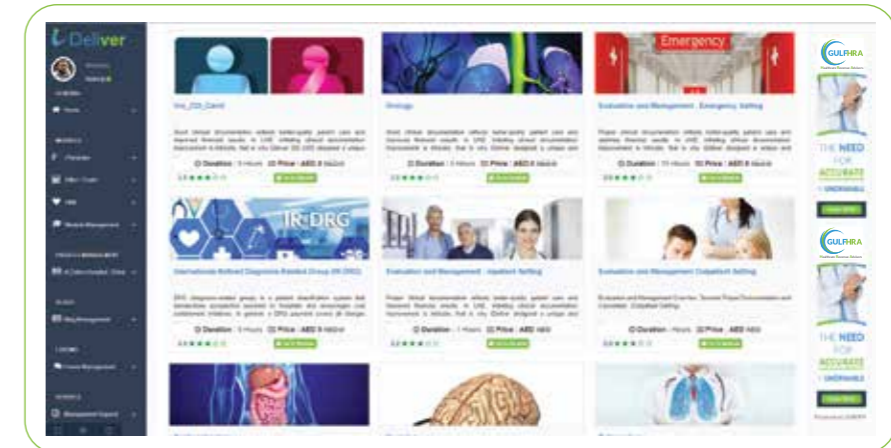
- ✓ **iDeliver** Learning Management System
- ✓ **qDeliver** Secure Online Test Delivery Platform

Benefitting Stakeholders:

- ✓ Department Senior Managers, Managers and Assistant Managers.
- ✓ Practice Directors and Chief Officers.
- ✓ Finance Officers and Finance Managers.
- ✓ Operations and Proficiency support.
- ✓ New Market

Methodology:

In addition to information and education, there are new possibilities surrounding the use of web based, user-friendly, and secure networked technologies in healthcare. **Revenue Cycle Management** in UAE is evolving at a rapid pace, in tandem and coupled, with information technology, and the organization has to set sight on the potential benefits that can be tapped.



Deliver360 is a web-based, user-friendly and secure application to aid in physicians, medical coders and billers to improve education capabilities and improve clinical documentation leading to increased revenues and enhancing patient safety.

TARGET AUDIENCE	
INTERNAL	EXTERNAL
<ul style="list-style-type: none"> Learning Management System to improve and enhance coder/biller skills and accuracy utilizing q Deliver question pool. Pre-boarding employees – for induction and orientation purposes. Delivery of training focused to coders, via recorded webinars or media. 	<ul style="list-style-type: none"> Physicians: to improve their clinical documentation methodologies to enhance respective outcomes. Professional development: Coder and billers looking forward for certification(s) in their career via globally recognized bodies as AAPC or AHIMA.

3. Practice Management

Practice Management can be defined as “a subset of outsourcing services that involves the contracting of the day-to-day operations and responsibilities of specific medical practice office functions (or processes) to a service provider”.

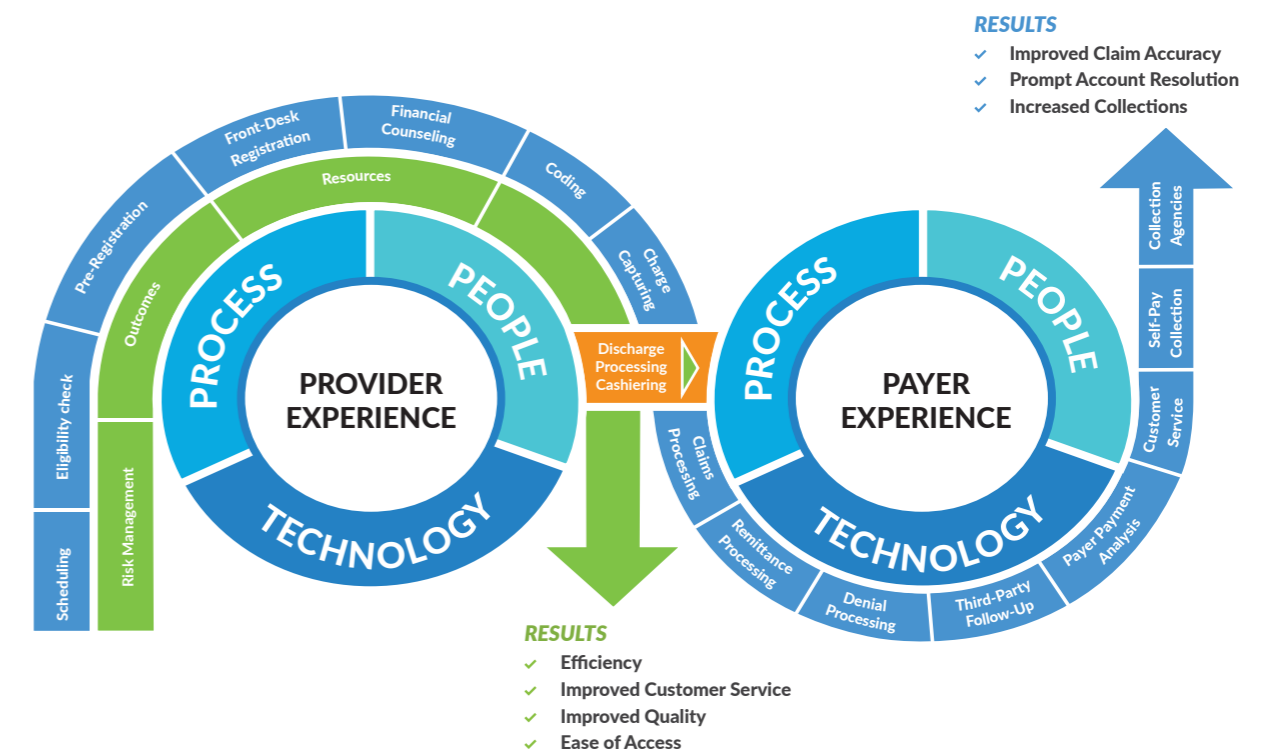
Objectives:

To create a scenario of eliminating hidden costs, less leakage and losses, increase bottom line profits and streamline HR and internal management processes.

This in essence leads to less liability, and more defined experience to the business at lower cost rates.

Methodology:

Streamlined practice management revolves around four core principles:



Features

- ✓ Modules are categorized into multiple specialties for physicians and allied healthcare professionals as coders and billers.
- ✓ Physician content is focused on Clinical Documentation Improvement per specialty and commonly triggered conditions.
- ✓ Content used is approved by licensed accreditation bodies.
- ✓ Facility specific and customized content to be developed to suit the needs of an institution.
- ✓ Incorporation of a pay and use model.
- ✓ Affiliation and/or accreditation with a certification body such as AAPC or AHIMA for co branding purposes.
- ✓ Pre-boarding induction modules for on-boarding employees.
- ✓ Creation of institution specific classrooms/login's for multiple users.
- ✓ Access provided to the **q Deliver** blog for latest updates and news relating to the industry.
- ✓ Access provided to LMS' forum – under an alias for privacy purposes.
- ✓ All blog and forum content is moderated by GulfHRA.
- ✓ Wide range report generation for administrator(s)/course creator/user.

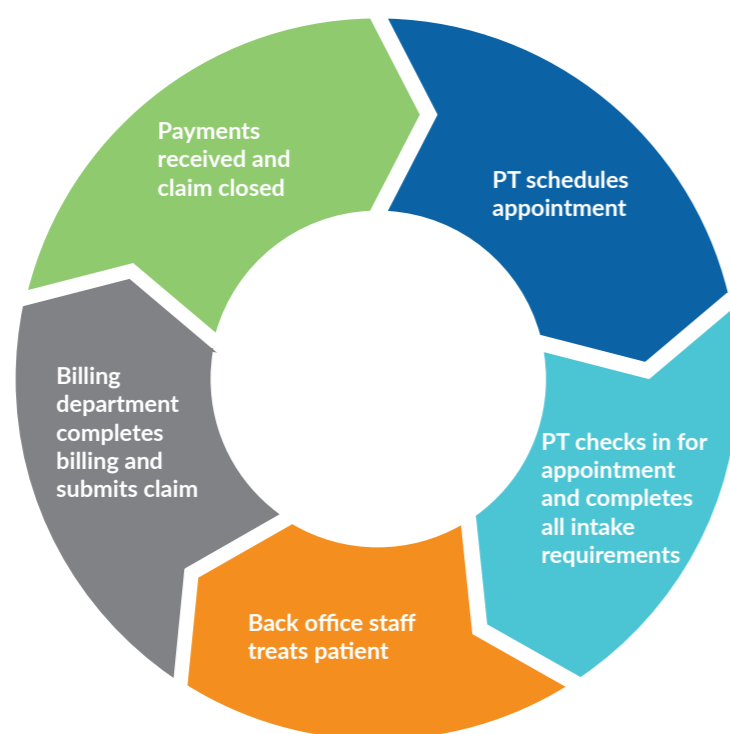
A vast pool of questions developed by GulfHRA for **q Deliver**, that are specifically focused on testing users for the UAE market.

Maximize revenue and compliance by:

1. Eliminating delayed claim submissions.
2. Reducing rejections percentages and claim denials.
3. Eliminating missing claims.

Practice Management through **GulfHRA** can be utilized either partial or as a whole RCM package;

- ✓ Capture patient demographics.
- ✓ Schedule appointments.
- ✓ Pre-registration and verification of patients (including insurance eligibility and benefit checks).
- ✓ Determine patient financial responsibility for collections at the point of care.
- ✓ Maintain insurance payer lists.
- ✓ Perform coding and billing services.
- ✓ Generate customized reports.
- ✓ Implement accounts receivable follow-up, including paid claims, unpaid claims, denied claims, resubmission and insurance collections.



Automated processes and solutions can provide definitive value addition to the organization's business objectives and ensure sustainable and efficient outcomes.

4. Outsourcing



We do the best when it comes the saying "Do what you do best and outsource the rest", which has become an internationally recognized business tag line.

Objectives:

Outsourcing is a practice used by different companies to reduce costs by transferring portions of work to outside suppliers rather than completing it internally. Outsourcing is an effective cost-saving strategy when used properly.

Methodology:

- ✓ Stringent pre-testing and interviewing insure a corporate pool of highly focused and experienced staff are initiated into our team regularly.
- ✓ We fully comprehend the specific needs within the UAE RCM market and as such provide specific candidates that will optimize proficiency as from day one of placement.
- ✓ Our experienced team consists of highly qualified, AAPC/AHIMA certified Revenue Cycle Management staff (Coders, Billers, Denial Management, HIM and CDI specialists).
- ✓ All specialized staff members possess a clinical background, two years post certification experience and are exposed to local standards and guidelines.
- ✓ We are highly focused on continuous education through our internal training programs - **Deliver360** and **iDeliver** - and adapt our HR processes in accordance with your company needs.
- ✓ Being highly elastic is one of core competencies; we can match our client's requirements swiftly with reduced turn-around-times for assured delivery.
- ✓ We will serve all your RCM requirements in compliance with the specified standards.



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