

*How a single turn**KEY** solution revolutionized a niche industry.*

Learn about a customized solution for the entire life cycle of a surgery.

SurgicalCloud

Today's specialized companies typically must find their own solutions for troubleshooting problems or seek out unique collaborations to get the right support for their particular needs. 'One-size-fits-all' does not apply. Their business model necessitates thinking beyond traditional sources and therefore, in turn, inspires extraordinary results. For health care businesses that work behind the scenes, or rather behind the operating room doors, finding a successful business system is as challenging as running their day-to-day company. Fortunately, a complete practice management system has been developed by a group of enthusiastic and committed professionals - SurgicalCloud.

The surgical first assistant profession is a relatively new one, emerging largely within the last 10-15 years. Briefly defined, surgical first assistants are operating room specialists that provide surgical assistance to doctors through retracting, suturing and other technically advanced surgical skills. They perform vital assistance in complex or specialized procedures, such as in robotics and saphenous or radial vein harvesting, and have statistically shown to decrease surgical time and improve patient outcomes. Surgeons, hospitals and medical facilities typically outsource these operating room specialists. Key Surgical Assistants of Texas is a group of dedicated surgical first assistants that are based in the Houston Texas area.

In 2004, Key Surgical Assistants of Texas opened its doors and started providing surgical first assistant services to a select group of medical facilities and surgeons. Recognizing that the need for surgical assistant services would be broad enough to form a standalone company, it made the most sense for Key to manage every aspect of the business cycle internally. From administration, assistant scheduling, to their entire revenue management group, Key developed proprietary methods and systems for their unique business model, relying on trial and error to develop best practices. This approach included facilitating a mercurial system of scheduling over 250 cases per week to deciphering how to bill numerous insurance providers for optimum reimbursements.

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"Our partnership with SurgicalCloud enabled our company to streamline our entire process from scheduling to claim submission. We are able to track each case and clinical employee as well as know the real time status of each. No other software was able to provide this essential service. The program designers and support staff have been responsive and professional. This collaboration has been a huge benefit to our company."

Mary Valentine, LSA
CHIEF EXECUTIVE OFFICER AND DEAN



By 2013, Key's surgical services division acknowledged that their current practice management software and system was not scalable, becoming cost prohibitive and did not allow the comprehensive reporting and analysis that their growing company needed. The singular software was not flexible but instead cumbersome to interconnect and modifications were not easily accomplished. Key was ready for the next level and wanted to bring everything under one all-encompassing system.

Key met with SurgicalCloud and realized the synergism potential of both company's objectives. The SurgicalCloud team explained the benefits of their complete practice management solution and how it could help streamline a company's workflow. The month-to-month subscription service plan was ideal for Key as it allowed the flexibility and foresight to plan for future growth. SurgicalCloud also understood the necessity for HIPAA compliance and ePHI security and worked with Key on accessing data quickly from office desktops to employee's smart phones. Additionally, knowing that their service is supported 24-hours a day, 7-days a week gave Key assurance that they were working with a committed partner. In May 2013, the SurgicalCloud software system was implemented and has become an integral part of Key's cohesive and exceptional business workflow.

First, SurgicalCloud top developers and management team met with specific Key business teams and leadership to begin a series of in-depth assessments and educational exchanges. These included all aspects of the surgical first assistant services functions. A unified customized workflow was established and the system was implemented for testing by all affected participants - scheduling, clinical, information technology, billing, collections, credentialing and accounting departments. Within a short period, Key was able to see the benefit and advantages of a cohesive web-based system. Furthermore, minor bugs, unforeseen challenges or changes in direction were resolved promptly through open communication and concerted efforts from both companies.

Today, SurgicalCloud is an integral part of Key and continues to be developed and fine-tuned as their collaboration with the SurgicalCloud team strengthens and expands. Most importantly, Key has reached their goal to managing their entire surgical services division at a more technologically advanced level.

SurgicalCloud 

For more information about how SurgicalCloud can provide you with their innovative and complete practice management solution, call **1-800-542-8107** or visit **www.surgicalcpm.com**

"The SurgicalCloud team was able to review our workflow from end-to-end and customize an already outstanding product to connect our separate departments like one harmonious and scalable machine. Each process group can see exactly where they fit into our workflow and how vital their contributions are. The inter-connectivity provided by SurgicalCloud also allows us to view our business from start to finish from a single vantage point and have much more clarity and confidence as we make adjustments to improve our productivity."

Joe Davis
IT DIRECTOR

"Key experienced an almost immediate impact in its cash flow after completing the implementation of SurgicalCloud. Our accounts receivable improved after electronically submitting clean claims from 60 days outstanding to 20 days outstanding. Reports from SurgicalCloud are customizable and useful for managing our financial position; it allows us to see specific areas of both improvement and problems."

Patsy Andrews
CHIEF FINANCIAL OFFICER

"From a scheduling perspective, SurgicalCloud improved our proficiency in tracking patients from the moment the case is scheduled to the point where it gets billed. This system allowed our scheduling department to manage all the countless procedure details that are needed to organize and generate a better billing process."

Rafael Nuñez, LSA
SENIOR SURGICAL COORDINATOR

"From a clinical stand point, SurgicalCloud helped us overall improve our communication and efficiency of our O.R. schedule. The ability to access and view our complex O.R. calendar from smart phones, tablets, laptops, etc., not only provided us with mobility, but also helped us better facilitate all the surgical cases from one place, anywhere, and at any time."

Majed Khalifa, LSA
SURGICAL COORDINATOR