



Coastal Cancer Center Improves Efficiency with Unlimited Financials

AN ONCOLOGY PRACTICE **CASE STUDY**

“We wanted a platform that would be faster and more efficient. We needed a system that would give us quick and easy access to patient data, and would speed up claims processing—not only for the benefit of the staff, but also the patients.”

— Rene Bernacchi, CPC
Accounts receivable coordinator
for Coastal Cancer Center

FREESTANDING CANCER CENTER GETS THE MOST FROM ITS REVENUE CYCLE PLATFORM

Over its 40-year history in South Carolina’s coastal region, Coastal Cancer Center has grown exponentially. With that growth comes a need to keep pace with not only the latest therapeutic innovations in cancer care, but also in how the practice is run.

Increased growth and challenging reimbursement dynamics created a need for a modern solution that would enable more productivity from the center’s staff without adding additional resources.

That’s when they turned to Unlimited Financials.





The Need

A cloud-based revenue cycle platform that would improve cash flow and enhance efficiency.

Coastal Cancer Center is a freestanding oncology practice based in Myrtle Beach, South Carolina. They provide comprehensive treatments for patients with cancer and blood-related disorders, including medical, surgical, and radiation services. They also offer in-house imaging, pharmacy, and infusion services.

With four locations, a wide spectrum of services provided, and a growing patient population, they have complex billing processes, a challenge common to freestanding specialty practices.

In their search for a new revenue cycle platform, Coastal Cancer Center had several needs at the top of their list:

- A web-based system that could be accessed from anywhere with an internet connection
- A user-friendly system that reduces manual effort from staff and optimizes the patient experience
- A reliable system that would accelerate claim filing and increase reimbursement without jeopardizing claim quality

The Solution

UNLIMITED FINANCIALS

The Coastal Cancer Center team chose Unlimited Financials for its ability to simplify revenue cycle management and because it meets the unique needs of specialty practices that are not accommodated by typical “off-the-shelf” billing software.

“We are huge fans of Unlimited Systems’ products and the high level of support they provide,” Bernacchi said. “We felt Unlimited Financials and all of the features it offers would be the right fit for our needs.”

Among the benefits Unlimited Financials would bring to Coastal Cancer Center’s business office were the ability to:

- Integrate with leading treatment planning and EMR solutions
- Streamline workflows and patient intake
- Rapidly file clean claims
- Increase reimbursement from primary payers
- Optimize charge capture
- Easily leverage reports to track the practice’s revenue streams

The Result

A user-friendly platform that surpasses the expectations of a specialty practice.

Improved Staff Productivity

The transition to Unlimited Financials brought Coastal Cancer Center an immediate impact on staff productivity.

“Unlimited Financials is so easy to use. The dashboard provides everything all on one screen,” Bernacchi said. “It’s easy to navigate and makes patient registration and answering patient questions a lot less complicated.”

Increased Speed and Accuracy of Billing

Unlimited Financials simplifies billing and claims processes, billing statements, and insurance verification. That means staff can spend less time on those tasks, freeing them up to focus their attention on other mission-critical responsibilities. And they’re receiving fewer billing questions from patients.

Outstanding Support

Choosing Unlimited Financials brings a team of world-class project managers, workflow consultants, interface analysts, and data services consultants along with the software.

“Unlimited’s team is great to work with. They get back to us quickly with any questions we have or support that we need,” Bernacchi said. She especially appreciates the prompt and helpful replies from the support desk.

PERFORMANCE IMPROVEMENTS

The migration to Unlimited Financials has resulted in several performance improvements for Coastal Cancer Center, including:

48%
DECREASE
in charge lag

25%
DECREASE
in denial rate

15%
INCREASE
in total charges

23%
INCREASE
in total payments

 **UNLIMITED FINANCIALS**

“I would highly recommend Unlimited Financials to any specialty practice looking to upgrade and improve their business operations..”

— Rene Bernacchi, CPC
Accounts receivable coordinator
for Coastal Cancer Center



CASE STUDY AT A GLANCE

CHALLENGES PRIOR TO UNLIMITED FINANCIALS

- Time-consuming billing and insurance inquiries for staff
- Increased frequency of denied claims
- Ineffective processes leading to extended days in AR
- Delays in days to file due to inefficiencies in the submission process
- Negative impact on revenue from lag time between service and charges



VALUE CREATED WITH UNLIMITED FINANCIALS

- Faster, higher, and more accurate reimbursement of clinical services
- Rapid claims filing and receipt of insurance payments
- Greater patient collections at the point of service
- More efficient operations allow the repurposing of time saved to support other high-value activities
- Improved patient satisfaction with clearer statements and fewer questions

ABOUT COASTAL CANCER CENTER

Coastal Cancer Center is a freestanding oncology center in South Carolina providing a comprehensive range of diagnostic, therapeutic, and treatment services for patients with cancer and blood disorders.

ABOUT UNLIMITED SYSTEMS

Unlimited Systems is a practice management software leader whose financial management platform is designed specifically for the unique needs of specialty healthcare to effectively drive revenue cycle operations.

READY TO TAKE THE NEXT STEP?

Contact us today to learn more about how Unlimited Financials can address your business needs:

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Full-Featured Revenue Cycle Platform