

Featured Partner

Global Healthcare Alliance (Global) is the leading source for proven expertise in medical billing management and claims processing. Our unique combination of cutting-edge, Web-based technology and attentive customer service is revolutionizing the way payors and providers operate. Our goal is to increase the efficiency and profitability of both payors and providers and create a synergistic health care process.



An interview with Lance Hupfeld, Business Development Manager:

Q: Why has Global Selected MedAxiom as a strategic partner?

A: At Global we align with organizations that share our values and goals. We recognize the value MedAxiom provides to our nation's cardiology care providers as a service provider and information resource.

Global developed a partnership with MedAxiom through the

recommendation of our cardiology clients. Caring for the hearts of Texans is at the foundation of who we are as a company. Now, through our partnership with MedAxiom, we share our knowledge with cardiology practices across the nation.

Q: What service does Global Healthcare Alliance offer cardiology practices?

A: Our roots began in cardiovascular care and helping physicians improve their bottom line. From that, we developed globalcentara ProviderSM, an award-winning medical billing service that combines Web-based technology and personalized customer service to decrease denials, maximize reimbursement and improve cash flow for providers.

Q: How does Global's long-term relationship with Dr. Denton A. Cooley translate into quality practice management for other cardiology practices?

A: Dr. Denton A. Cooley, founder and president of the Texas Heart Institute, along with several of his esteemed cardiology colleagues at the Texas Medical Center, played a role in the development of globalcentaraSM. Global's practice management system, globalcentaraSM, is a two-time TETHIE award winner. Dr. Cooley continues to provide his expertise in enhancing our product and service offerings.

Q: What sets Global apart from other revenue cycle providers in the industry?

A: We have the expertise of being both a payer and a provider, and that unique knowledge is incorporated in our software and our people. We have the only practice management system in the industry with Payor-Provider IntelligenceTM, and our team members are experts in denial management and claims reimbursement.



Q: How does globalcentara ProviderSM eliminate the complexity of medical billing?

A: We believe it all begins with transparency. We have created an atmosphere similar to most physician practices. Answers are responded to immediately and data is always available. Our practice management system and digital dashboard are Web-based applications, so they are available over the Internet 24/7 from any location, and each client is assigned with a dedicated account manager to answer any questions.

Q: What is the benefit of a product with Payor-Provider IntelligenceTM?

A: Our Payor-Provider intelligenceTM makes complex tasks simpler and routine transactions automatic. Built with a powerful, rules-based engine that validates multiple fields, applies a myriad of payment rules and corrects coding errors through a claim's life cycle, globalcentaraSM provides cleaner more accurate claims. Our Payor-Provider IntelligenceTM generates a

- A 99 percent first-pass clean claim rate
- Increased cash flow due to a 48 percent reduction in A/R days
- Decreased overhead costs by up to 40 percent

Q: What are the benefits of globalcentara as a Web-based application?

A: Price and Transparency. Our set-up is simple and inexpensive – only a PC and Internet connection are needed, and our service fee includes all electronic data interchange – patient statements, collections and phone calls. Users can securely log in to globalcentaraSM anytime, anywhere and see everything, including claim status, account updates and detailed notes.

Q: How does Global's digital dashboard improve practice management?

A: Global offers an executive digital dashboard to help keep practice managers in control of their daily operations. The Web-based dashboard simplifies and organizes complex financial data into graphs and quick views that can be exported to PDF and word processing formats to help administrators make informed business decisions about current trends impacting their bottom line.



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Q: What is the long-term value of outsourcing medical billing?

A: Practices that outsource their medical billing to Global receive a return of up to 40 percent in cost savings and up to a 40 percent reduction in A/R days. More importantly, practice administrators can return their focus to building a quality business.

Q: How quickly can globalcentara ProviderSM be implemented?

A: We work on our client's timetable. Global's implementation and training process is focused on providing clients with a seamless transition. Training is onsite and customized to ensure effective implementation in the client's environment.

Q: How do cardiology practices find out more about Global's scope of services?

A: To discover more about the many ways Global can maximize your profitability through revenue cycle management, please contact a Global representative.

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