



# SHENANDOAH VALLEY ORTHOPEDICS & SPORTS MEDICINE

Streamlining and Updating revived SVOSM into a viable, well-connected practice.

# SHENANDOAH VALLEY ORTHOPEDICS & SPORTS MEDICINE

Streamlining and updating revived a seven-provider orthopedic practice into a viable, well connected practice.

## OVERVIEW

The practice started as Orthopedic Associates in 1978. The practice, located on the campus of Augusta Health in Fishersville Virginia, had excellent relationships with referring physicians but no real marketing plan to attract new patients. The management structure was unchanged since practice inception.



## THE STRATEGIES (continued)

- Establish an excellent working relationship with hospital
- Implement a marketing plan to include a new website and refresh the brand
- Renegotiate payor contracts

## THE CHALLENGES

- Inefficient billing with days in A/R at 75
- Too many staff members and significant overtime expenses
- Outdated management structure
- Ancillary revenue sources were overlooked
- Opportunities to align with the hospital were overlooked
- The website was outdated and a marketing plan was nonexistent
- Provider contracts were never renegotiated once signed

## THE STRATEGIES

- Outsource billing to Eggleston & Eggleston at a significant savings
- Introduce a team approach with fewer administrative and clinical team members with clear job responsibilities
- Revise the management structure with Mr. Eggleston serving as practice manager and administrative and clinical team leaders reporting to Mr. Eggleston
- Implement ancillary revenue streams

## THE RESULTS

- Billing function moved to Roanoke Virginia with significant revenue increase with A/R days reduced to 33
- Increased employee morale, decrease staffing expense and significantly reduced overtime
- Empowered administrative and clinical team leaders to streamline operations allowing physicians to focus on patients
- Implemented ancillary revenue streams increasing annual revenue by over \$400,000 annually
- Cultivated a trusting relationship with hospital administration yielding multiple subsidy opportunities, including a one-year income guarantee for a new surgeon
- Worked side-by-side with marketing specialists who updated the website, rebranded the group as Shenandoah Valley Orthopedics & Sports Medicine and implemented a robust marketing plan
- Renegotiated payor contracts and negotiated entry into new networks

## IN THEIR WORDS...

“Rich Eggleston guided us through a turbulent and complicated transition from antiquated methods, that were no longer expedient due to the complex requirements of today’s healthcare, to a more streamlined and leaner practice management focused and prioritized for maximum efficiency.

–R. Esteban, M.D.  
Orthopedic Surgeon

“Thanks to Eggleston & Eggleston being efficient, forward thinking and reliable, our private practice has maintained our independence despite the prevailing climate in healthcare which continues to make independent practice more challenging each year”

–J. Otteni, M.D.  
Orthopedic Surgeon

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