



# Blue Ridge Urological

**Given the difficulty of recruiting and maintaining excellent urologists and managing the regulations and nuances of the medical community, Blue Ridge Urological needed a practice management firm that could handle it all.**

# Blue Ridge Urological

## OVERVIEW

Established in 1953, Blue Ridge Urological has a long history in the Shenandoah Valley of Virginia. The practice has grown with the area to include more physicians and more locations. In 2001, they began consulting with practice management companies to find someone who would be a good fit for the practice. Blue Ridge Urological had grown considerably and saw further growth on the horizon. Given the difficulty of recruiting and maintaining excellent urologists and managing the regulations and nuances of the medical community, they needed a practice management firm that could handle it all.



## THE CHALLENGES

- In 2001, the person handling their finances decided to retire and would be handing over their financial management to another person. Blue Ridge Urological considered this an excellent time to consult with other practice management companies.
- The initial goal in contacting Eggleston & Eggleston was to find a firm to handle all things finance for the practice because they could not function without someone to handle the billing and filing of insurance.
- During the process, Blue Ridge Urological realized they really needed and wanted more than simply a finance company. They wanted someone who could handle all aspects of managing the practice, including scheduling, payroll, regulations, insurance and medicare contracts, and other nuances of the medical field.
- Blue Ridge Urological discovered that Eggleston & Eggleston could handle much more of the practice management than initially considered and it was an easy choice.

## THE STRATEGIES

- Priority of the physicians at Blue Ridge Urological was practicing medicine and treating patients and that is what they would do.

# THE STRATEGIES

- Rich Eggleston and his team would be the full-service management solution to manage the business aspects of the practice.
- Eggleston & Eggleston would handle all scheduling, payroll, billing, contracts with insurance and medicare, regulations and guidelines and each nuance the medical field presented because they have the expertise to stay on top of it all.
- Eggleston & Eggleston would also handle the recruiting of physicians and team members as needed.

# THE RESULTS

- Blue Ridge Urological has been using Eggleston & Eggleston to manage the practice for twenty years. During this time, they have practiced medicine and treated patients while Rich and his team have managed the practice.
- Besides the day-to-day management, Eggleston & Eggleston has been instrumental in helping to successfully add new and retain physicians, physician assistants and nurse practitioners due to growth and retirement.
- During the COVID-19 pandemic, Rich and his team were there to help them through the guidelines of having to stop seeing patients, readying the practice to reopen and finally reopening allowing Blue Ridge Urological to retain their business and standing in the community.
- Eggleston & Eggleston has been essential to the growth and continued success of Blue Ridge Urological.

# IN THEIR WORDS...

“When considering someone to handle the finances of our practice, we considered several options; however, Eggleston & Eggleston was the easy choice because they could manage our practice while we cared for our patients.”

–Dr. William R. Jones, III  
Blue Ridge Urological

**READY TO OPEN YOUR PRACTICE WITH LESS STRESS AND MORE SUCCESS?**  
*Request a COMPLIMENTARY CONSULTATION online or by calling 540.345.3556*

**WWW.EGGLESTONANDEGGLESTON.COM**



[WWW.EGGLESTONANDEGGLESTON.COM](http://WWW.EGGLESTONANDEGGLESTON.COM)