Merge Case Study
California Medical Business Services, LLC
Evolution of a Partnership

Implementation of Merge systems has California Medical Business Services operating at optimal levels

California Medical Business Services, LLC | Arcadia, CA

Running operational services for three radiology groups is no easy task. It requires the support of reliable systems and technologies that staff members are able to use quickly and efficiently. For California Medical Business Services, LLC (CMBS), having such dependable systems in place is essential for its business, which serves Radiant Imaging, The Hill Medical Corporation of California, and Arcadia Radiology Medical Group. CMBS helps these medical practices improve organizational processes through the management of services such as billing and coding, information technology, and more.

The company implements a range of solutions throughout its enterprise, and over the years has come to rely on Merge Healthcare as a major solutions provider, in a partnership characterized as supportive and collaborative. With radiologists today facing numerous challenges across their workflows, having a trusted solution on hand helps the CMBS employees perform their jobs efficiently, from quick input of patient data to information systems, to anytime, anywhere access for clinicians. “Our greatest medical imaging challenge is the ability to read anything from anywhere,” said Marc Behun, Director of Integration for CMBS. “It’s also having the ability for doctors offsite to provide coverage and patient care, and for physicians to read images remotely from any station, whether it’s from an imaging center, a hospital, or teleradiology practice.”

With Merge, physicians are able to cross-read and share their findings.

Transitioning to a Better Platform

The history between CMBS’ CEO, Alicia Vasquez, and Merge Healthcare traces back for more than 20 years. In the 1990s, Vasquez was practice administrator for Arcadia Radiology, where the organization found success implementing Merge RIS™ and Merge Financials™. After Arcadia and CMBS combined their operational services, Vasquez brought Merge RIS and Merge Financials over to the new group. CMBS now uses Merge across its three entities, resulting in a customer-provider partnership where CMBS is flourishing with a single-source, integrated solution suite.

The company says Merge has been vital in decreasing turnaround time for reports and increasing efficiencies in workflow, thanks to the help of functions such as instant report approvals and quicker delivery of radiology readings. Prior to implementing Merge solutions, CMBS experienced difficulties with other vendor products.
The wide array of Merge products currently implemented at CMBS ranges from the Merge Unity solution suite to the Merge Financials billing solution. At CMBS, Merge Unity RIS™ and Merge PACS™ give the organization the ability to improve reading productivity, automate patient throughput, optimize technologist workflow, and enhance security and interoperability.

**Maintaining and Reporting Quality**

The use of Merge solutions at CMBS has also helped prepare the staff for the constant flux of regulatory challenges in a rapidly changing healthcare industry. For example, the group depends on the Merge Dashboards™ solution for optimal data quality. “With one of the biggest changes in a few years being the shift toward pay-for-performance, we are all concentrating on quality, and reporting is a big part of that,” said Stephanie Hatton, Revenue Cycle Director for CMBS.

Merge Dashboards provides comprehensive analysis for CMBS, pulling reports from data entered into its Merge RIS and Merge Financials systems. The benefits of having these solutions in its arsenal have made many day-to-day tasks, such as sending claims and posting payments, much easier for CMBS. “We no longer have someone sitting and posting payments manually. Merge Financials automates and posts payments in less than five minutes, and it’s really allowed our staff to use resources to follow up on more critical issues,” said Hatton.

**Mutually Beneficial**

This partnership greatly benefits Merge Healthcare as well. CMBS has provided valuable feedback for Merge throughout the years, participating heavily in the Merge User Group and other reference programs. “We support each other’s growth, and they have had a significant impact on our solutions roadmap,” said Kurt Hammond, Chief Sales & Marketing Officer, Merge Healthcare. As we continue to innovate and improve our customer solutions, we are able to help each other grow considerably in a partnership that is sustainable and influential.”

With CMBS, Merge has solidified itself as a complete enterprise provider, offering access to system resources and financial stability for the organization. Rapid productivity and better workflows are allowing CMBS to focus more on its services and less on configuring counterproductive systems. Now, the staff can spend less time processing payments or manually inputting data, and focus more on meaningful work such as better serving the radiologists in its network, and in turn, their patients.

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