

UNIFY HEALTHCARE SERVICES

Case Study & Clinical Revenue Cycle Report

Specialty: Gastroenterology Billing

Key Metric: 88% Fewer Reschedules

Gastroenterology Practice: Front-End Prior Auth & Patient Access Optim

EXECUTIVE SUMMARY

Transformed front-end intake and prior authorizations for endoscopic procedures, virtually eliminating same-day cancellations and maximizing endoscopy suite scheduling efficiency

THE CHALLENGE

Surging procedure volumes caused severe front-office bottlenecks
Pre-authorizations for colonoscopies, upper endoscopies, and specialty GI infusions were frequently delayed, triggering same-day cancellations, unfilled procedure slots, extended patient wait times, and frustrated physicians

THE SOLUTION

Unify overhauled front-end intake by establishing a centralized authorization hub We implemented automated payer portal checks, standardized clinical documentation submission for medical necessity, and instituted a mandatory 7-day pre-procedure clearance protocol

KEY OUTCOMES & RESULTS

- o Decreased appointment reschedules and same-day cancellations by 88%
- o Secured 97% of procedure prior authorizations at least 5 business days in advance
- o Boosted endoscopy suite utilization by 28%, significantly accelerating practice revenue

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