

Ancillary Revenue from Zero to \$25,000 in Less than Two Months

Case Study

Advanced Orthopaedics
and Sports Medicine
Cypress, TX

Challenge

Successfully convert a longstanding stock & bill program to an in-house ancillary service line. The practice had tried on its own, some years before and was unsuccessful.

Solution

Upon word-of-mouth recommendations, Advanced Orthopaedics and Sports Medicine set up their in-house program using Breg's OrthoSelect® consulting services and Vision DMEPOS Management System.

Results

The practice replaced their old stock & bill in 15 days, and showed significant ancillary net revenue beginning in the second month after program implementation.

- Generated average net revenue of \$25,000 per month
- Reduced costs from lost inventory due to insufficient tracking
- Ensured bracing and supplies were always in stock to meet patient needs



Advanced Orthopaedics and Sports Medicine is one of the largest orthopedic groups in the Houston, Texas, area. With two practice locations that provide state-of-the-art treatments, technology and diagnostic equipment, this multispecialty group has 10 physicians providing a full range of orthopedic services. The practice receives 33,000 visits each year and performs 2,700 surgeries annually. The physicians and staff of Advanced Orthopaedics and Sports Medicine care for athletes of all levels, from recreational and collegiate players to professional and Olympic competitors.

Advanced Orthopaedics and Sports Medicine

has served southwest Texas for more than 25 years. Joseph Mathews, Practice Administrator, believes their success and longevity are due to a combination of advanced medical technology, effective cost controls and exceptional patient care. "Continuity of care for our patients is an important part of what we offer," says Joseph, "which is why we moved to our own DMEPOS program from a stock & bill." The practice had tried on its own to implement an in-house program about eight years earlier, but went back to a stock & bill. "When I came on board, they were ready to try again, this time with OrthoSelect," says Joseph.

In 2009, Joseph attended Breg's DMEPOS Coordinators meeting in San Diego, CA. Held annually, the program brings together professionals who are responsible for the practice's



"With the OrthoSelect program, we capture all of our revenue. We control our inventory costs and we provide a continuum of care for our patients."

Joseph Mathews, Practice Administrator

ancillary program, including bracing and supplies. "It's a great way to network, hear about what's going on in the industry and learn from others who face many of the same challenges I do," says Joseph. He also says it's an opportunity to provide Breg with feedback on what works and what needs to be improved in order to best serve the field. "I provided input on Vision DMEPOS Management System, which Breg incorporated," he adds.

After the meeting, Joseph worked with the OrthoSelect team to implement the program. "We were up and running in about two weeks," he says. "In the second month of the program, we started to make money. We went from

zero revenue, outside of the small amount of rent from the stock & bill, to a net on average of about \$25,000 per month."

Joseph says that after the program was implemented, the OrthoSelect team continued to provide critical support. "The team updates me on changing rules and regulations," he says. "The local Breg rep is just as important. He responds to any issue I have, quickly. He ensures I have the inventory I need, answers billing and coding questions, and provides in-servicing for our nurses so they know how to use the products and better care for our patients."

"I would recommend Breg's program for any practice that wants to set up in-house DMEPOS program," says Joseph. "There is no reason to stay with a stock & bill which doesn't let you maximize your revenue, or to try and set up a system on your own, without help. Breg and the OrthoSelect team make the program work," he says.



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