

CentralReach

CentralReach Customer Success Story:

NorthPoint Pediatric
Behavior Therapy

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How CR BillMax Services helped NorthPoint Pediatric Behavior Therapy overcome complex billing challenges to successfully establish their ABA practice and provide superior services.



Ben Nicholson
Owner & CEO

NorthPoint Pediatric Behavior Therapy provides Applied Behavior Analysis (ABA) treatment for children with autism spectrum disorder and other developmental disabilities in their Louisiana-based clinic, located in downtown Shreveport, LA.

“In the beginning, we were in a unique position. I’ve always been a clinical guy and have a lot of knowledge and experience as an ABA practitioner. Billing, however, was something that I knew was a deficit of mine, and I didn’t have a lot of knowledge in that area. I wanted a strong partner from the beginning, and that’s what brought me to CentralReach’s billing service, CR BillMax. It was able to help expedite the learning curve of complicated ABA billing for me, allowing me to focus on growing our services and provide quality care to our clients without worrying about our revenue cycle management.”



Executive Summary

NorthPoint Pediatric Behavior Therapy was founded by Ben Nicholson in 2019. Ben knew that he could provide superior ABA services to children with autism spectrum disorder and other developmental disabilities in Louisiana with his years of experience as a school psychologist. The decision to open a practice was easy, but Ben quickly faced the difficulty of claims work and realized he did not want to spend countless hours teaching himself the ins and outs of complicated ABA billing. Knowing his energy would be best spent in other areas of the business, Ben sought a partner that would allow him to ensure his new business would not just survive, but thrive. After searching the market for an all-in-one solution, it became clear that CentralReach and its managed billing service, CR BillMax was the right solution. With the help of CentralReach, NorthPoint has been able to:

- **Save countless hours** per day on billing processes
- **Get paid on 98.6%** of their billing in their first 6 months of operation
- **Grow and scale** their business quickly while providing quality care for their clients
- **Learn and understand** the minutiae of ABA billing through their CR BillMax partnership



Challenges

Ben knew that without a robust revenue cycle management workflow, his practice would not be able to keep their doors open, no matter how high quality the services were. Ben's time was limited - he had a practice to start, after all! - and with ABA-billing expertise difficult to come by, he knew he would need to outsource his billing operations. Ultimately, he needed a partner he could trust, who would not only provide full visibility into the billing process but help him to learn along the way.

Solution

The right solution for Ben wasn't immediately obvious to him. He knew that the biggest obstacle was billing, and his research in the marketplace led him to look at CR BillMax. Right away it was clear that CR BillMax would give him the level of support his practice needed in addition to the full visibility that was crucial. But what he didn't consider initially was how CentralReach's end-to-end solutions would solve even more of his needs. Once he learned more about CentralReach's clinical and practice management solutions, paired with CR BillMax's support, it all clicked. In January of 2019, Ben joined the CentralReach community.

"CentralReach's system is extremely robust and advanced - it will do just about anything you want it to."

Ben dove into implementation immediately, where he was able to customize his workflows and get himself and his staff set up for success, he onboarded his first client in March



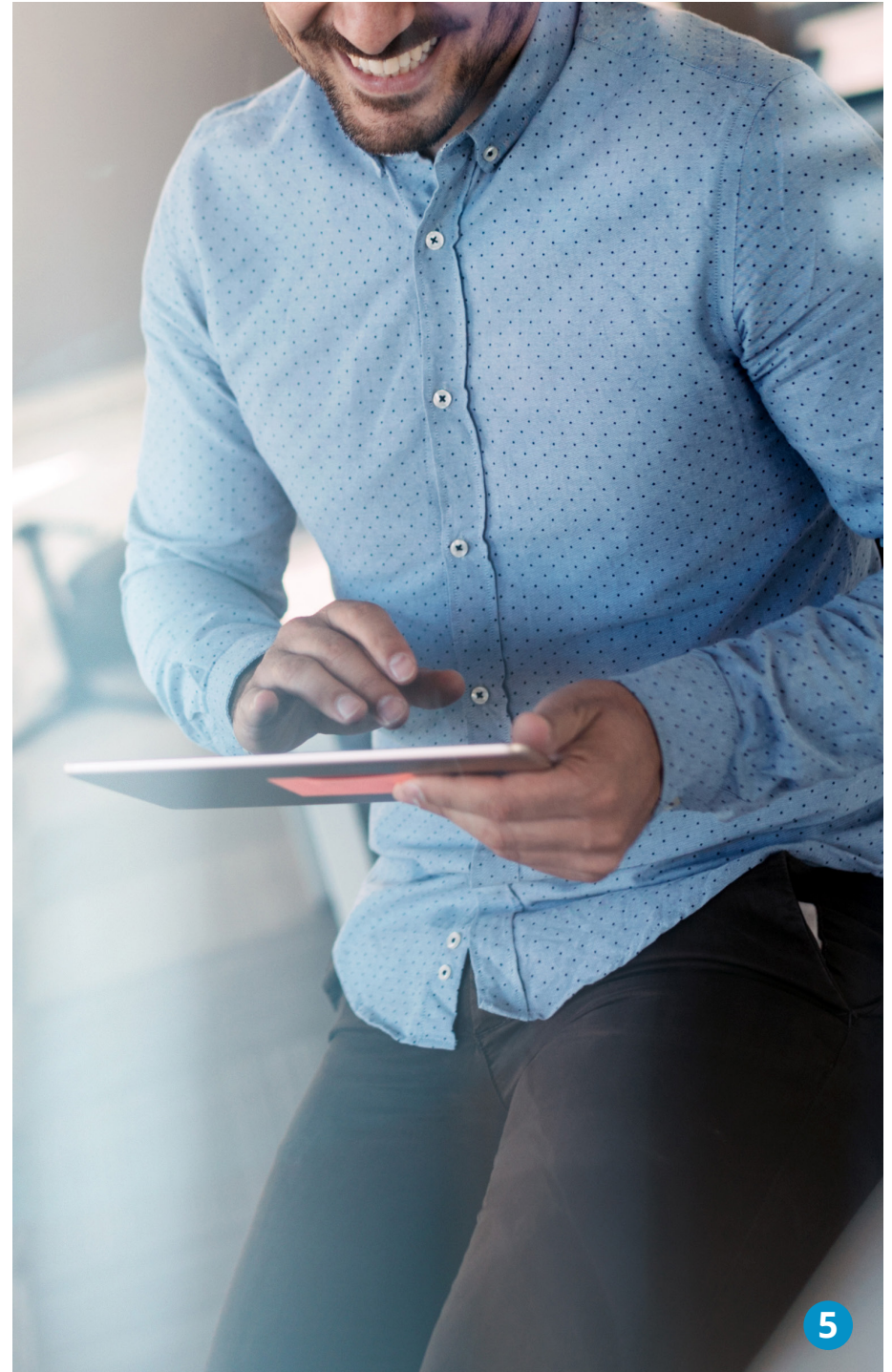
of the same year. While Ben focused on other aspects of the business, like recruiting behavior techs and BCBAs, marketing his services to the community, and building the framework of a successful ABA clinic with quality services, CR BillMax took the reigns and handled all revenue cycle functions immediately.

Ben quickly saw the return on investment with CR BillMax and continues to see the value and benefits. He quantifies it in a variety of ways: sometimes it's as much as 5 non-billable hours back per week that he knew would have been spent on billing; other times, it's not being buried under paperwork over the weekend, allowing him to spend more time with his family and friends.

"Your time is valuable and you get what you pay for - CR BillMax gives me and my staff the time we need to not only focus on revenue-generating activities but to focus on our own personal needs"

In the first six-months with CR BillMax, Ben saw claim resolution rates of 98-99% and an average paid percentage of 98.6%, both incredibly high rates compared to the industry standards he had heard about early on.

With robust reporting capabilities, CR BillMax has also given Ben valuable insights into the success of his business and allows him to make data-driven decisions he hadn't initially considered. With this data, Ben has been able to drive behaviors and performance-based outcomes that he wants to see in his staff. He openly shares the data he collects with his employees, showing how much was billed and collected



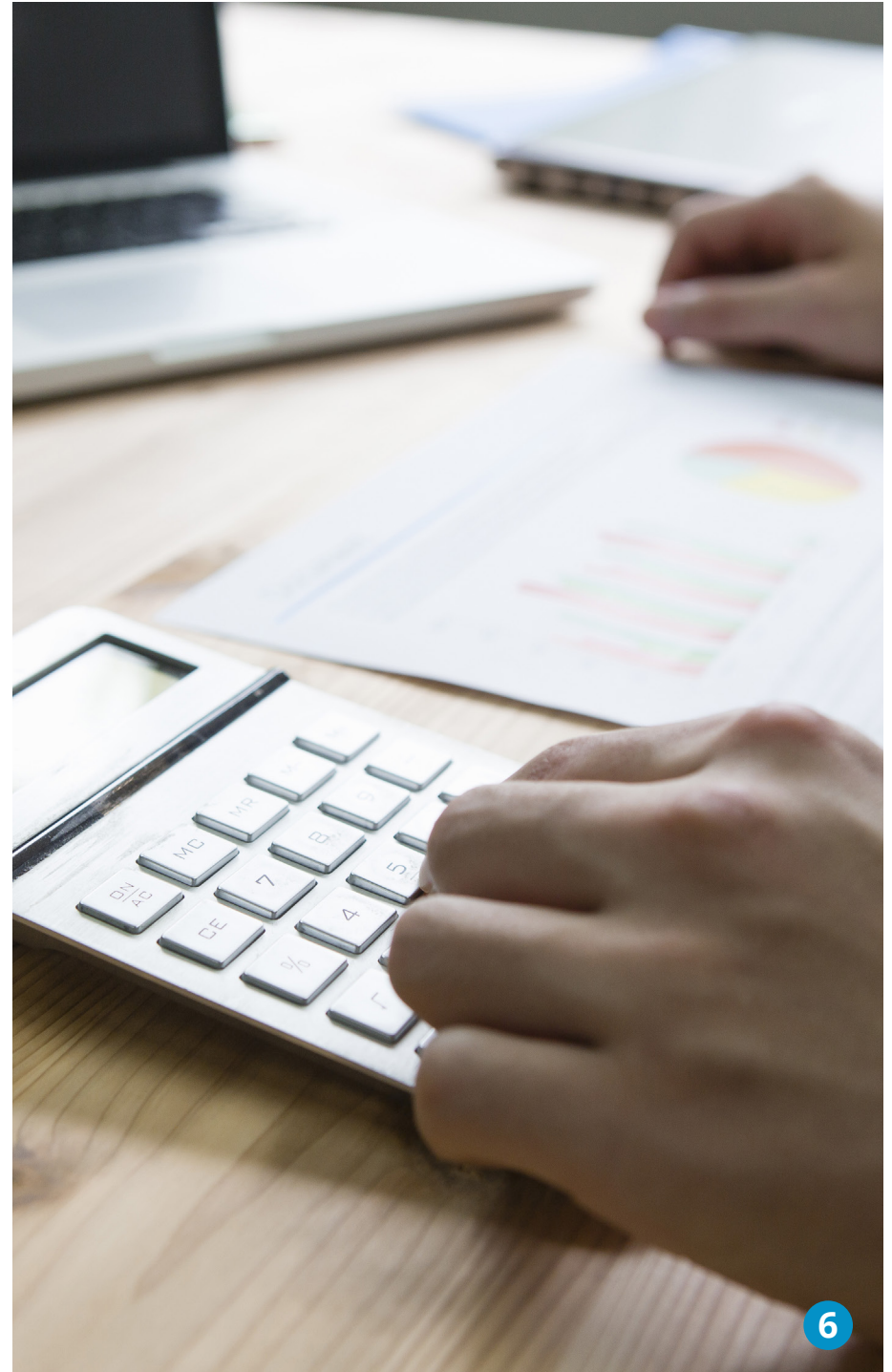
on a monthly basis. If the workloads and reconciliation are good, his employees can enjoy a nice little addition to their base salaries. Ben has been able to drive these outcomes with his staff because CR BillMax empowers him with the appropriate data to do it effectively.

Summary & Future Plans

With the power of CentralReach's EHR software, in conjunction with the expertise and partnership with CR BillMax services, Ben knows that NorthPoint Therapy is just scratching the surface of their success. His team has saved countless hours on tedious billing tasks, achieved efficiencies in all areas of the business, and most importantly, has gotten more time back to focus on caring for kids with ASD and related disorders. Growing pains that are often felt by ABA startups have been few and far between for Ben and his team, and he knows that things can only get better from here as he continues to focus on his flourishing business.

When Ben was asked, would you ever want to take billing back one day (an option that CR BillMax sets up for all organizations under their wing), he simply responded with, "Why would I do that?" CR BillMax has become an integral part of NorthPoint Therapy, and he intends to keep them as a long-term partner.

"I would and already have recommended CentralReach and CR BillMax, especially to anyone who is struggling to comprehend challenging ABA billing. CR BillMax is our longterm partner and will be for the foreseeable future."





CentralReach is a leading provider of EHR and practice management solutions that enable applied behavior analysis (ABA) clinicians and educators to produce superior outcomes for people with autism and related disorders.

Contact Us to Learn More

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