

The Aspire Oral Surgery Case Study

Moving Mountains to Deliver OMS in Many Locations



**Aspire Oral &
Maxillofacial Surgery**

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CLAIM
SUPPORT

“Our insurance ‘department’ used to be one woman.”

Meet Aspire, an OMS business with aspirations for growth. But one massive obstacle was in their way.

“She was doing all the billing for two offices, and we were growing to add a third. To have one person doing all of it while also doing pre-determinations, and also pre-treatment estimates for dental and medical — it was just piling up.”

— Sarah Christ, Finance Manager, Aspire Oral & Maxillofacial Surgery



Aspire Oral Surgery's growing pains

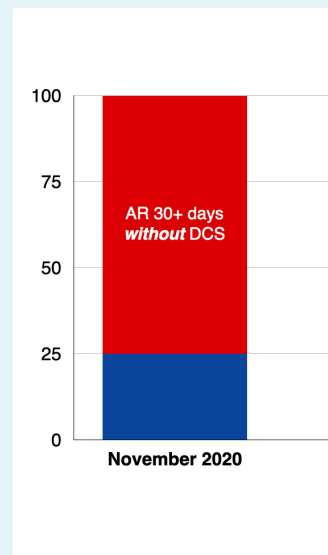
Aspire Oral & Maxillofacial Surgery accomplished what many dental practice owners dream of — expanding their business by adding an office. And they were eager to add another.

The Good News

Adding a second office doubled the number of patients Aspire was able to serve.

The Bad News

Seeing twice as many patients created twice as much insurance claims paperwork, while also doubling other essential patient-focused responsibilities.



In November 2020, their accounts receivable (AR) over 30 days had crept up to \$355,560 — 75% of their overall AR of \$472,281 — and timely filing was becoming an issue.

Clearly, it was more work than any one person could handle.

And if the workload was unmanageable with two offices, how could they possibly keep up when they added a third?

“To contact the insurance companies, and then get an estimate, and then call the patients, *and then also* have to do all of the billing on top of that? It became a mountain that we just couldn’t climb.” — Sarah Christ



Will hiring more staff ease their growing pains?

Practice Administrator Stacey Westbrooke saw the toll Aspire’s growth was taking on their one-woman insurance team.

As the workload increased from *Enough* to *A Lot* to *Too Much*, she watched their team member’s stress level growing alongside it.

It was disheartening for her to arrive at the office every morning and face a never-ending pile of work that had to get done for the practice to survive and thrive. When she got on top of their AR mountain, her reward was a stack of other responsibilities waiting impatiently for her attention.

Stacey didn’t want to lose her trusted team member under piles of paperwork — or to an easier job somewhere else — so more people were brought in to help her move that mountain.

“We rely on the insurance claims to come in, and we can’t have them piling up. We ended up hiring a small team of women to assist with the insurance department. But even then, we were growing so fast that we needed more help.” — Sarah Christ



Hiring more help can be a pain, too

As the dental staffing shortage shows no sign of ending, retaining your current staff is essential, and hiring new staff is a challenge.

Highly experienced staff are getting harder to find — and as demand for next-level skills increases, their expertise will become more difficult to afford.

For Stacey Westbrooke, building an in-house insurance team spread out the workload, but it didn't completely eliminate the struggle. She was already dealing with staffing issues and high turnover, so hiring and paying an even larger insurance team added challenges instead of removing them.

Aspire was also juggling a buyout and a rebrand at the time, plus that third office was on the way, not to speak of the ongoing pandemic — *something had to give*.

So, they gave DCS a call.

“I’m not 100% certain how we came across DCS, but I know that we took the opportunity, and we ran with it, for sure. Because we knew that we needed a solution, and we needed a solution *quick*.” — Sarah Christ

When you can't do more, do something different

“We were trying to find a way to streamline everything and become more efficient with our billing. And as we're growing and continue to grow, we needed a company to help us with that. And we're so glad that we found you.” – Sarah Christ

When adding more people didn't completely resolve the problem, Sarah saw it was time to improve their processes. She had both questions ... and doubts.

Where are the bottlenecks in our processes? Where is it both smart and safe to use a shortcut? And how do we whittle down our workflow and stay compliant?

Sarah knew that to maintain and sustain Aspire Oral Surgery, they would need to streamline processes, but she wasn't sure of the best way to go about it. Fortunately, the revenue cycle management (RCM) experts at DCS knew exactly what to do.

At first, DCS supported Aspire and its insurance team with Insurance Billing. Aspire later added additional RCM services: Credentialing and Patient Billing.

The results are remarkable. Christ says:

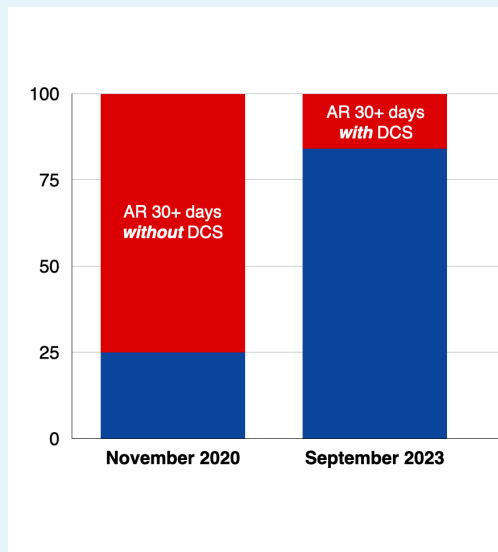
“We did not blink an eye when we found out that DCS also had a patient billing service that could piggyback on top of the insurance billing services. We know that we can leave it to DCS to handle the filing of the claim. And we know that with our team working with you, and us working with our patients, it's just going to be an overall pleasant experience.”

DCS makes a molehill out of Aspire's AR mountain

“Aspire Oral Surgery has been with us since November 2020, and they have completely turned around as an office in the 3 years since.” — Angela Moorman, OMS Business Unit Manager, DCS

Within 3 years, DCS turned Aspire's AR mountain into a mere molehill, and kept it down to size:

- ✓ **Overall AR:** down from \$472,281 to \$238,214 — a decrease of 50%
- ✓ **AR 30+ days:** down from \$355,560 down to \$37,595 — a decrease of 90%
- ✓ **Overall AR to AR 30+ day ratio:** Down from 75% to 16% — a decrease of 59%



Thanks to daily claims filings, timely filing denials are no longer an issue, and Aspire can add that third office without overwhelming their in-house staff, who are now freed up to handle the patient experience.

Aspire appreciates their experience as our customer, too. Christ says:

“It’s just the reliability. We have a very clear communication stream. It seems like you’re always working when we are. No matter what time of the day, if we have a question, we can contact you.”



She recognized when adding more staff wouldn’t be enough to resolve their challenges. She knew she needed more help from an outside company, and she found DCS was the perfect partner for their dental business.

Now that you know, will you choose to grow?

When you work with DCS, you'll be good to grow

At DCS, we're looking for private practice and emerging group owners who are ready to maximize their revenue.

We're seeking people who are open to:

- Trusting our team of experts to collaborate and guide their business' growth
- Focusing on scaling production using our growth management systems
- Implementing a more effective process for revenue cycle management and financial success

When your dental business is growing faster than your team can manage, hiring more staff is only part of the

solution — and the staffing shortage makes hiring another problem.

To get collections up while keeping overhead down, Finance Manager Sarah Christ chose to streamline processes, offload tasks, and tap into industry expertise to help her insurance team keep up with their company's growth. Is the growth of your dental business **slowed down by convoluted processes and not enough people?**

Sarah has this advice for you ...



"Billing can be time-consuming, and it can get complicated and muddy. The knowledge they all have at DCS is just top-notch — and we love it. We love everyone that we've had to work with, and we've never had an issue. It's just clear and easy. Which is good, because a lot of times, billing is not easy."

— Sarah Christ

That's Aspire Oral Surgery's story. What's yours?

YOUR NEXT STEP

Our team is proud to support the stabilization and expansion of Aspire Oral & Maxillofacial Surgery.

Now let's talk about your goals, your challenges, and our solutions.

Book an appointment with one of our results-driven RCM experts. We'll share how we can work together to maximize revenue and streamline your processes.



Schedule a call today to discover how our team at DCS can help your team ramp up production with confidence.



DentalClaimSupport.com

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