



Hawthorn Solution

The Benefits of Business Scalability

Hawthorn Physician Services

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Just Right and Just for You

The Goldilocks Principle Applied to Your Medical Practice

The Goldilocks Principle refers to solutions that are just right. Not too big, not too small, but just right. The business practice that delivers just-right solutions is called scalability. Scalability is the potential to extend your business beyond the limits of your own time, energy and capacity. Businesses achieve scalability when they can ramp up or power down according to the pace of work and the demands of the market.

Medical practices often struggle with scalability, because they must staff for peak demand. When the pace of work exceeds capacity, practices are overmatched. When the pace of work falls below capacity, practices still pay the overhead expenses for idle staff.

You never pay for idle systems or staff

Alan Dombrowski, CEO at Hawthorn Physician Services, explains that scalability is a major business benefit for its clients. "Our revenue cycle management (RCM) solution is scalable for practices of any size, from one physician to groups with dozens of physicians. That's important, because the business of medicine is complex, and not all practices are in growth mode."

When the number of physicians in a group changes, Hawthorn can adjust. We can gear up or gear down. Our computer systems and our team members are flexible resources that we can allocate according to the daily demands of the business, and our clients never pay for systems or staff that are idle or underutilized.

Don Harris, Director of Marketing at Hawthorn, offers a personal perspective on scalability. "I managed a large medical practice for decades," Harris says, "and I've seen scalability first-hand." According to Harris, scalability is especially relevant for practices that are managing their billing and collections in house. Harris says, "If you're trying to do your own billing, it's nearly impossible to hit the right balance. You end up with a billing backlog, with unfiled claims and denied claims that aren't getting worked. Our clients never experience a backlog because claims are filed and followed up daily."

Harris says scalability is a hidden benefit. "Our workflows are invisible to our clients. Physicians may retire, or practices may hire new physicians, or even merge with another practice, and we never miss a beat. Practices that manage their own billing functions can't match our agility."

Medical practices with in-house billing operations seldom create a Goldilocks solution. Hawthorn delivers a scalable system that is just right, and just for you. We hold payers accountable and accelerate your revenue recovery. Visit www.hawthorngrp.com to learn more.



HAWTHORN
PHYSICIAN SERVICES CORPORATION

Addressing Complexity with Certainty