

MIMIT Healthcare uses Eligibility Checker to automate their insurance verification process and provide their patients better, faster and cheaper care

Eligibility Checker by Cloud Maven



When MIMIT Healthcare wanted a solution for the hundreds of thousands of dollars they were losing each year to unexpected ineligibility issues and unnecessary manual labor, their problem was solved when they connected Cloud Maven, Inc.'s Eligibility Checker to their Salesforce application.

Company Profile

MIMIT Health is a multi-specialty group of physicians, surgeons, and midlevel providers who specialize in minimally invasive, targeted treatments that offer reduced risk, reduced pain and shorter recovery time compared to traditional surgery. Headquartered in Chicago, IL, MIMIT Health has adopted the "Amazonification of Care" philosophy which leverages digital transformation to make the practice better, faster and cheaper while remaining patient-centric and providing the best possible care. The result has been an average 40% growth each year since the transformation.

Paramjit "Romi" Chopra, MD is a board-certified and fellowship-trained Interventional Radiologist and Endovascular Specialist. He is the founder of MIMIT and world-leader in his field.

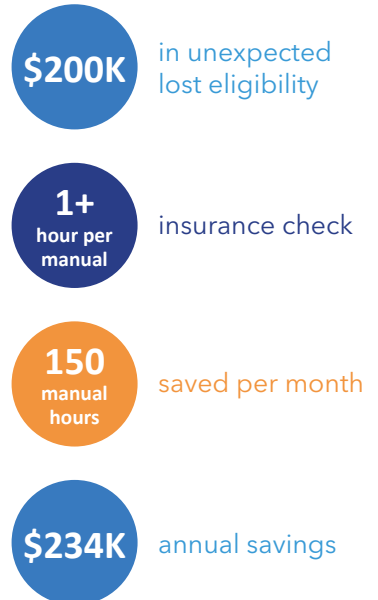
Business Challenge

The MIMIT Healthcare patient care team was charged with manually verifying insurance eligibility for the nearly 700 patients that undergo procedures with the practice each year, spending hours on phone calls, accessing online portals and recording and sending messages. Not only did that take valuable time away from taking care of patients, as well as accruing as tens of thousands of labor dollars annually, but it was not a foolproof process.

Occasionally, a patient could have a change in their eligibility between the time of verification and the day of the procedure. Without a way to quickly check if the patient is still eligible, MIMIT had found itself losing as much as \$200,000 in one year by providing services no longer covered by the insurance plans.

The Eligibility Checker Solution

As part of its growth plan, MIMIT Healthcare had chosen Salesforce as one of its digital transformation pillars. When the idea came to automate eligibility checks, the team looked to the Salesforce AppExchange. When they discovered Eligibility Checker by Cloud Maven, Inc. they found an application that would seamlessly connect with the rest of their Salesforce functions. According to Dr. Chopra it was "the easiest integration we've ever done, in terms of the applications on top of Salesforce. The instructions they sent us on how to do the configuration were very thorough and the Cloud Maven team gave us exceptional support throughout the process."



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Paramjit "Romi" Chopra

MD, Founder &
CEO MIMIT Healthcare



After implementing the Eligibility Checker app, MIMIT Health's Patient Care team experienced a complete transformation related to verifying insurance. What previously had taken them sometimes hours, on phone calls and maneuvering through various online portals, now could be done automatically in 1 or 2 minutes.

Dr. Chopra shared "my staff spent hours trying to find whether somebody was eligible. With Eligibility Checker we do it right from our Salesforce platform. It's just a click of the button. We have saved our patients several hours worth of unnecessary work time and replaced it with a couple of minutes worth of work. So we have saved tens of thousands of dollars each month by switching and our patients get the added benefit of more time spent on their care."

In fact, if MIMIT Health performs 100 checks per month, that's \$2,850 in labor cost savings per month, and more than \$34,000 each year. And that's in addition to up to \$200,000 saved in unexpected lost eligibility on the day of procedures.

In addition to these specific savings, MIMIT Health was able to continue its regular annual growth without adding additional staff. Dr. Chopra said, "our corporate value has grown 33 times since we've started our digital transformation. [Eligibility Checker] is part of that paradigm. We have been able to grow with the same team, and haven't had to dramatically increase staff to do all of this work manually. We have applied the time and energy we've saved to our growth paradigm."



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