

Precision Medical accelerates contracts to get paid faster with HIPAA-compliant eSignatures from DocuSign

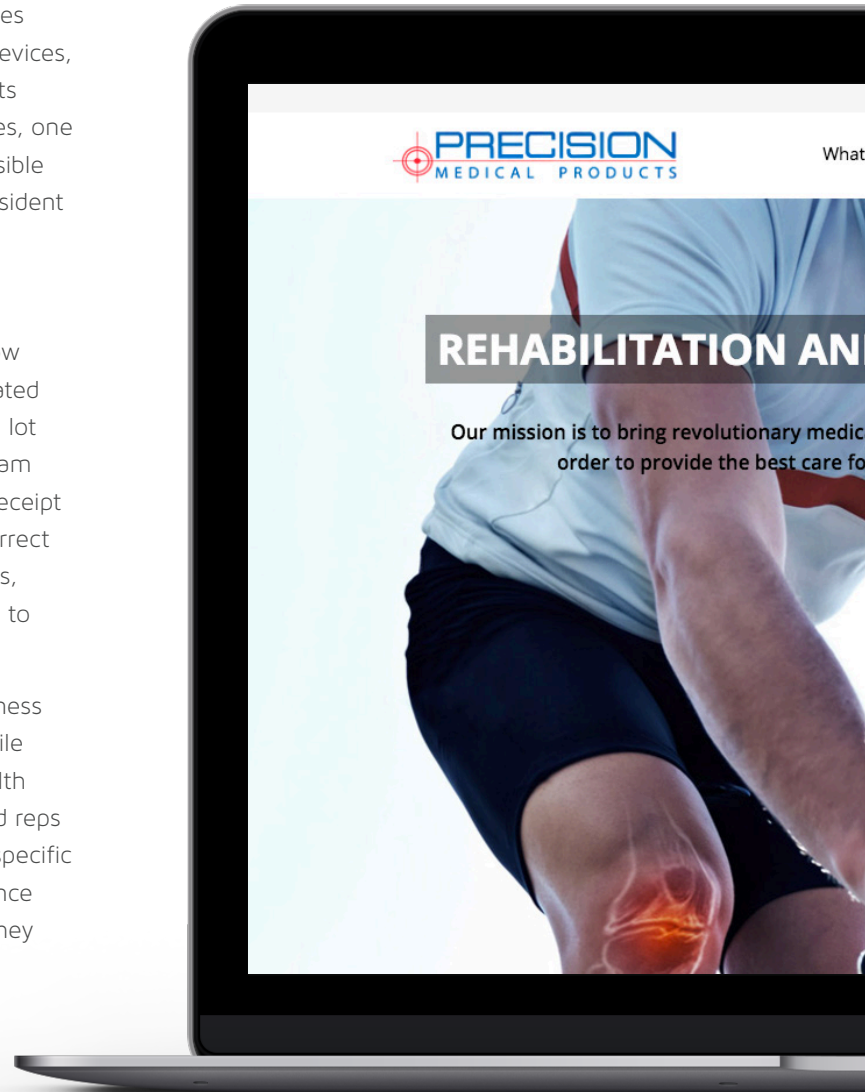
Summary

Based in Rocklin, California, [Precision Medical Products](#) supplies post-surgical medical equipment such as DVT compression devices, orthopedic and spine bracing, and other soft goods to patients across 18 states. The company is committed to improving lives, one patient at a time. "We strive to help as many patients as possible recover more quickly with less pain," says Marc Reynolds, President of Billing Operations.

The Challenge

AV Precision Medical Products had a paper-intensive work-flow with lots of paper forms required throughout its highly-regulated process. The manual work associated with the forms led to a lot of errors, rework and missed filing deadlines. "Our internal team would have to coordinate with our field reps to get delivery receipt paperwork. That was a big challenge because there was incorrect and incomplete paperwork coming in, or in the worst of cases, no paperwork at all. Without the paperwork, we had no path to reimbursement from health insurers," explains Reynolds.

The company sought to accelerate the process of doing business so it could better serve patients on their road to recovery while ensuring the company got paid quickly and efficiently by health insurers. They needed a digital solution that would guide field reps and patients through the process, including prompts for the specific information and signatures required by HIPAA and the insurance carriers, while providing visibility throughout the process so they could ensure paperwork was processed in a timely manner.



Results Achieved

- ✓ DocuSign completely alters the way in which agreements are completed and creates a much more efficient work-flow
- ✓ Agreements can now be tracked and errors are essentially eliminated
- ✓ DocuSign offers a remote compliance tool that satisfies stringent HIPAA regulations

"Accounts receivable paperwork would be sitting out there for months. Claims were not being submitted in a timely manner, or submitted at all because we didn't have the required paperwork to support the claims," says Reynolds. When administrators finally did receive the claims, often times, there were mistakes. "There was so much wasted time from administrators having to work with the field reps who had to return to patient's homes to fix paperwork," he recalls.

They also needed the solution to comply with strict HIPAA laws and other industry regulations. "Trying to remotely manage 40 independent contractors in 18 states can be tricky. In our industry, regulation and compliance is very tight so we needed a digital solution that would help us manage to those regulations," says Reynolds.

Solution

Precision Medical Products made the digital transformation with DocuSign. "The decision to go digital with DocuSign was a no-brainer. DocuSign stood out at the pioneer and standard in the industry. DocuSign is the most well-known and the most trusted provider," says Reynolds.

Making the switch to DocuSign could not have been easier. "The initial set up was very easy and intuitive," Reynolds remarks. "You don't need a big manual or online tutorial – it's just that easy. And if I did have questions, DocuSign support was great."

Results

Precision Medical Products saw the positive impact of DocuSign immediately. Errors have been drastically reduced and contract completion rates have been remarkable. "DocuSign can literally shave off months," explains Reynolds. "Before DocuSign, there would be email upon email, phone call upon phone call to reps over weeks and months to get paperwork completed accurately and submitted. Now with DocuSign, that's not an issue due to instant receipt of each completed document automatically sent to corporate headquarters," he says.

Reynolds is looking long-term and realizes how going digital with DocuSign is going to impact the company for years to come, "The ROI for us should be huge. We're in the early stages right now, but our claims are being processed faster and we are

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– **Marc Reynolds**, President of Billing Operations
Precision Medical Products Inc.

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"Our reps love DocuSign. We've been a paper system for so long that now, the transformation is really exciting, and they want this change," Reynolds concludes. "Now that I've seen what DocuSign can do inside our company, my eyes are really open to how it can be used in other areas of our business."

With the recent launch of DocuSign Payments, Reynolds has his eye on expansion. "Payments is a no-brainer for us. Our invoicing process is slow and our collection rate is not great. DocuSign Payments will allow us to embed the payment option right into the agreement so our patients can sign and we can collect payment in a single transaction. It will take our incredible results with DocuSign to the next level," says Reynolds.

DocuSign is creating a better experience for everyone involved. "The feedback we're getting from our administrators and field reps is very positive," concludes Reynolds.

About DocuSign

DocuSign® is changing how business gets done by empowering anyone to send, sign and manage documents anytime, anywhere, on any device with trust and confidence. DocuSign and Go to keep life and business moving forward.

For U.S. inquiries: toll free 866.219.4318 | DocuSign.com

For EMEA inquiries: phone +44 203 714 4800 | email: emea@docusign.com | docusign.co.uk

For APAC inquiries: phone +61 2 9392 1998 | email: apac@docusign.com | docusign.com.au

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