SimiTree

Case Study

SimiTree: Growing with Ramey-Estep Every Step of the Way



OVERVIEW

Ramey-Estep is a nonprofit behavioral health organization in Kentucky providing outpatient behavioral health, crisis and community services, adult residential treatment, foster care, integrated primary care, and other community-based programs. As the organization has grown, so has the complexity of the data, reporting, and compliance demands placed on its finance team.

Ramey-Estep first partnered with SimiTree for a revenue cycle analysis and the implementation of business intelligence dashboards. What began as a focused engagement has since grown alongside the organization, expanding into new service lines, new reporting requirements, and new regulatory milestones, with SimiTree adapting at every stage.

THE CHALLENGE

Before partnering with SimiTree, Ramey-Estep's team could pull reports and build pivot tables from its EHR, but lacked repeatable, reliable KPIs the finance team could count on day to day. Leadership needed a clearer, more consistent view into revenue cycle performance to guide confident, data-driven decision-making.

As the organization grew, additional challenges emerged, including:

- Turning raw EHR data into consistent, trustworthy, repeatable reporting
- Building greater visibility and confidence into revenue cycle performance
- Supporting a growing continuum of care, including a new primary care service line
- Navigating complex programs and reporting requirements tied to CCBHC and FQHC Look-Alike status
- Finding a partner who could keep pace with the organization as it evolved, not just at implementation

SIMITREE'S APPROACH

SimiTree's engagement with Ramey-Estep began with a full revenue cycle analysis and the build-out of business intelligence dashboards designed to give the finance team fast, reliable access to the KPIs that mattered most. From there, the relationship developed into an ongoing partnership rather than a one-time project.

Key elements of the approach included:

- A comprehensive revenue cycle analysis that gave leadership clear, reliable visibility into billing and revenue performance
- Custom, repeatable dashboards that replaced manual pivot tables and spreadsheet work
- Regular check-ins with a consistent, dedicated representative to review what was and wasn't working
- Quick turnaround on new report requests, often built and delivered the same week
- Flexibility to adapt tools and reporting as Ramey-Estep added a primary care service line and moved to a new EHR platform
- Ongoing support as the organization has moved through CCBHC readiness and into FQHC Look-Alike and cost reporting work



A PARTNERSHIP THAT GROWS WITH THE ORGANIZATION

As Ramey-Estep has expanded, adding integrated primary care and progressing toward FQHC Look-Alike (LAL) status, SimiTree has continued to adapt alongside it, including supporting a transition to a new EHR platform built for primary care.

One of the clearest examples of the partnership's impact came when Ramey-Estep sought entry into its state's CCBHC demonstration program. The organization was initially told it would not be eligible until January 2027. Because Ramey-Estep already had SimiTree's dashboards in place, the team was able to show legislators and reviewers real, existing outcomes data, helping demonstrate the organization's readiness a full year ahead of schedule.

The engagement has helped Ramey-Estep:

- Move billing in-house with confidence, backed by a full revenue cycle analysis
- Replace manual, one-off reporting with standardized, trustworthy dashboards
- Demonstrate program readiness with real data, accelerating CCBHC entry by a full year
- Expand into integrated primary care with a partner that adapted to a new EHR
- Build a foundation of trust that has carried the relationship through multiple phases of growth

CLIENT PERSPECTIVE

Natalie Erlenwein, CFO of Ramey-Estep, shared her experience working with the SimiTree team:

"Every rep that we've had has been fabulous... we've grown so much since I've been here, and SimiTree has been along every step of the way."

> ***"The standardized reporting that you can get with SimiTree's dashboards is, I mean, it's unbeatable."***

THE OUTCOME

> ***"If I find myself running the same report more than once, I build a dashboard for it. It's worth it."***

What started as a revenue cycle analysis and a set of dashboards has become a long-term, evolving partnership. SimiTree has supported Ramey-Estep through strengthening revenue cycle visibility, expanding into primary care, and accelerating entry into a major state program, all while adapting to new systems and new reporting needs along the way.

Rather than functioning as an outside vendor, SimiTree has grown into a consistent, responsive partner that Ramey-Estep's finance team can rely on as the organization continues to expand into FQHC Look-Alike status and beyond.





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Your success is our mission. Let's achieve it together.

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