

Symetria Recovery Optimizes Revenue Cycle Management with SimiTree



Symetria Recovery, founded 17 years ago, is a leading substance abuse disorder clinic with a rapidly expanding presence across Illinois and Texas. With 13 locations and plans to grow to 20, Symetria offers a comprehensive approach to treating opiate and substance abuse disorders through medically assisted treatment programs, therapy, and collaboration between physicians and counselors.

To gain insight into Symetria's experience with SimiTree's Revenue Cycle Management (RCM) services, we interviewed two key members of the Symetria team: Taylor Spandl, Chief Financial Officer, and Krystal Spencer, Director of Revenue Cycle Management. Their perspectives provide a comprehensive view of the challenges Symetria faced, the solutions SimiTree provided, and the results of this partnership.

WHY DID THEY START SEARCHING?

As Symetria experienced rapid growth, it faced significant challenges with its in-house revenue cycle management (RCM) team. The organization was expanding quickly, opening new locations and adding more payer contracts, which put additional strain on their already struggling RCM processes.

Taylor Spandl, who joined as CFO during this period, explains the situation he encountered:

"The amount of money, people, and consultants we had – it was shocking to me the amount of money we were spending on RCM. Their thought process was kind of just to throw money at it."

The lack of RCM expertise was particularly problematic, leading to several critical issues:

1. LIMITED UNDERSTANDING OF THE RCM PROCESS

“They really only understood processing claims. But there were denials coming back, and they just didn’t really know why,” Spandl recalls.

2. INEFFECTIVE DENIAL MANAGEMENT

The team struggled to handle claim denials, lacking the knowledge to address and prevent them.

3. ABSENCE OF DETAILED METRICS

Spandl notes, *“They weren’t really tracking detailed metrics. They were looking at cash in the bank, how many claims we pushed out in a day, and the cash we got. It was very basic.”*

These challenges led to significant cash flow issues. Despite the growth in census and revenue, Symetria was not collecting money effectively. The combination of rapid expansion, complex payer relationships, and an overwhelmed RCM team created a pressing need for change.

Spandl summarized the situation succinctly: *“We needed a vendor who knew how to do it.”*

This realization led Symetria to begin their search for a comprehensive RCM solution, ultimately leading them to SimiTree.

WHAT DID SIMITREE BRING TO THE TABLE?

SimiTree offered a comprehensive RCM solution that addressed Symetria's specific needs. The partnership provided:

1. EXPERTISE IN RCM

SimiTree brought a deep understanding of the RCM process, including managing denials and optimizing cash flow.

2. ADVANCED TECHNOLOGY

SimiTree's proprietary collections tool captures metrics and trends impacting payment collection, providing valuable insights into operational issues.

3. COMPREHENSIVE APPROACH

SimiTree took on the entire RCM process, from intake to payment, allowing Symetria to focus on growth and patient care.

4. RESPONSIVE CUSTOMER SERVICE

SimiTree assigned a dedicated account manager, ensuring quick responses to Symetria's needs and requests.

Krystal Spencer, Director of Revenue Cycle Management, highlights the collaborative approach:

"I feel like SimiTree - specifically our account specialist Jahlil's ability to collaborate and the communication has been great...Jahlil is very responsive to our needs."

THE RESULTS

Since implementing SimiTree's RCM services, Symetria has seen significant improvements in various areas:

- 1. Smooth Transition and Implementation:** While any major change in RCM processes can be challenging, SimiTree worked closely with Symetria to ensure a smooth transition. Spandl acknowledges the initial adjustment period: *"It took a lot of work to get there, but SimiTree worked with us throughout the process. We had a week or two where claims volume may have dipped, but then it quickly bounced back and exceeded where we were before."* This collaborative approach and quick recovery demonstrate SimiTree's commitment to ensuring client success from the very beginning of the partnership.
- 2. Increased Cash Collections:** Taylor Spandl reports, *"We're collecting 10-15% more on every dollar we're collecting."*
- 3. Improved Cash Flow:** The partnership has alleviated cash flow concerns. Spandl notes, *"We still have biweekly cash calls - and now hardly anyone shows up because it's no longer a problem."*
- 4. Streamlined Administrative Workload:** Symetria has reduced its in-house RCM team from 10 people to 2, while improving overall efficiency. Spencer notes that the partnership *"benefits our daily administrative workload. You [Simitree] are a great partner with routine daily processes."*
- 5. Focus on Core Business:** With RCM concerns addressed, Symetria can concentrate on growth and patient care. As Spandl puts it, *"We don't want to spend all of our time on the RCM process – RCM is a big part of my life and is no longer a major concern for me."*
- 6. Faster Claim Processing:** Spandl went on to say *"There's been a consistent improvement when it comes to cash collections."*
- 7. Improved Reporting and Analytics:** SimiTree provides comprehensive reporting, allowing Symetria to track key performance indicators and make data-driven decisions.

Spandl appreciates the transparency SimiTree provides: *“The fact that we don’t have to worry about that [RCM] anymore, we can focus on growing, driving clinics, and driving new patients. We don’t have to spend our time on the RCM process.”*

BENEFITS SUMMARY

- ✓ 10-15% increase in cash collections on every dollar
- ✓ Significantly improved cash flow, eliminating previous financial concerns
- ✓ Streamlined administrative workload, reducing in-house RCM team from 10 to 2
- ✓ Enhanced focus on core business growth and patient care
- ✓ Improved reporting and analytics for data-driven decision-making

“SimiTree removed the concern about whether we’re collecting the money or not. We are now. The fact that we don’t have to worry about that anymore allows us to focus on growing our business and driving new patients.”

The partnership between Symetria Recovery and SimiTree demonstrates the power of expert RCM outsourcing in driving financial health and operational efficiency. By leveraging SimiTree’s comprehensive billing and collections services, Symetria has not only improved its revenue cycle but also gained the freedom to focus on its core mission of helping individuals overcome substance abuse disorders.

The success of this partnership is perhaps best summed up by Taylor Spandl: *“I can’t envision a world where we bring RCM back in-house.”* This statement underscores the value that SimiTree has brought to Symetria’s operations, enabling the organization to thrive and expand its vital services to those in need.

As Symetria continues its growth trajectory, the robust RCM foundation provided by SimiTree will undoubtedly play a crucial role in supporting the organization’s mission to assist men, women, and teens in gaining freedom from chemical addictions and other life-controlling problems.

