

## **Greater Houston Gastroenterology**

### **Mike Buske**

**How did you get the lead?** This lead came from a medical consultant I met through my athena channel rep 4 or 5 years ago. I brought athena into one of my stand alone ER clients. The client wanted a local rep or implementation specialist, which athena didn't have at the time.

**How did you prospect this lead?** The CEO of Greater Houston Gastroenterology called me when he received a referral for TSI from their own consultant.

**What did Valeant like about our services?** Everything...except finding people to answer the phone and accept payments. This Gastro group is a consolidation of doctors in the Houston area. Big trend in healthcare. They use a billing company and needed a collection service. Some of the doctors were concerned over turning their accounts over to "collections". They liked the diplomacy and the fact that we have affiliation with the AMA, MGMA and HFMA. I stressed the fact the HFMA has given us their Peer Reviewed designation for aligning with their Patient Friendly Billing® initiative. The concerned doctors got past their fear, and the new trend is to run the groups like a business, instead of a charity. I also stressed the return from the fixed fee pricing.

**Biggest Selling Point?** Diplomacy and that we have affiliations with AMA, MGMA and HFMA.

**How was Tom Gelles able to assist in the process?** Tom assisted in getting the client BAA through legal, since they requested to use their own. He also helped with the negotiations and operations approval for a lower rate in our last collection stage.

Work with your channel partners at athena and Greenway. Find yourself consultants and network. You may not be making money the day you meet with them, but if you do your daily prospecting and work that see you planted, it WILL eventually sprout....water and fertilize.