How the RevOne Health Approach Helped a Plastic Surgery Practice Achieve 2.5x Revenue Growth

A specialty revenue cycle case study focused on collections, billing lag, AR discipline, patient collections, and financial visibility.

$220K to $550K	120 to 55 days	14 days to 24 hrs
Monthly collections	DSO improvement	Billing lag improvement

Overview

A 3-provider plastic surgery practice was experiencing revenue leakage, delayed billing, weak patient collections, rising billing costs, and limited visibility into revenue cycle performance. The practice needed more than routine claim submission. It needed a partner that could improve billing speed, strengthen AR follow-up, create clearer reporting, and protect collections during operational change.

The Challenge

Before the RevOne Health Approach was applied, the practice had several financial and workflow issues that were slowing collections and making performance difficult to manage.

- Monthly collections were approximately $220K, below the practice's revenue potential.
- Billing lag was approximately 14 days, delaying claim submission and reimbursement.
- Percentage-based billing costs increased as claim values increased.
- Patient collections were approximately $10K per month.
- The practice needed stronger support around EMR/PMS workflow changes, payer follow-up, reporting, and communication.

The RevOne Health Approach

RevOne Health applied a structured revenue cycle improvement model focused on fast claim movement, transparent reporting, AR discipline, and patient balance control.

- Reduced billing lag by tightening charge review, claim readiness, and submission workflows.
- Reviewed claim trends, denial patterns, payer behavior, and reimbursement gaps.
- Used a dual-team model to manage both current billing and old AR cleanup.

- Introduced weekly and monthly reviews for collections, billing lag, AR, denials, payer delays, and next actions.
- Strengthened patient responsibility workflows and patient balance follow-up.
- Improved staff alignment and process accuracy around claim handling and reporting.

Results After 6 Months

The practice achieved measurable revenue cycle improvement within six months.

- Monthly collections increased from $220K to $550K.
- Revenue grew approximately 2.5x.
- DSO decreased from 120 days to 55 days.
- Billing lag improved from 14 days to 24 hours.
- Patient collections increased from $10K to $30K per month.
- Annual savings exceeded $225K.
- The practice gained stronger financial visibility through routine performance reviews.

Why It Matters

Plastic surgery billing often includes surgical procedures, assistant surgeon claims, reconstructive procedures, patient responsibility, cosmetic balances, payer-specific documentation requirements, and denial-sensitive claims. The RevOne Health Approach helped the practice improve not only billing execution, but the broader revenue cycle structure around collections, AR, reporting, and accountability.

Conclusion

The practice did not simply collect more. It gained better control over its revenue cycle. RevOne Health helped create a faster, clearer, and more accountable billing operation designed to support long-term specialty practice growth.