



GASTROENTEROLOGY

# Accelerate Growth Across Your Gastro Network

Strategies to scale, merge, and maximize ROI



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## Introduction

Navigating the administrative and financial challenges of acquiring and merging multiple gastroenterology practices requires a comprehensive view across the enterprise. Gastroenterology networks are more likely to achieve their goals by working with a trusted health IT partner who understands the urgency of their desire for growth. NextGen Healthcare is attuned to the unique needs of a nationwide network aiming to consolidate and expand practices.

This e-book equips gastroenterology organizations with essential insights to overcome administrative, financial, and clinical challenges, and thrive. **Discover how you can maintain your edge on the industry, continue growing, and empower gastroenterologists to practice their way while integrating into a larger, more profitable organization.**

## CHAPTER 1

# UNIFY PRACTICE MANAGEMENT ARCHITECTURE

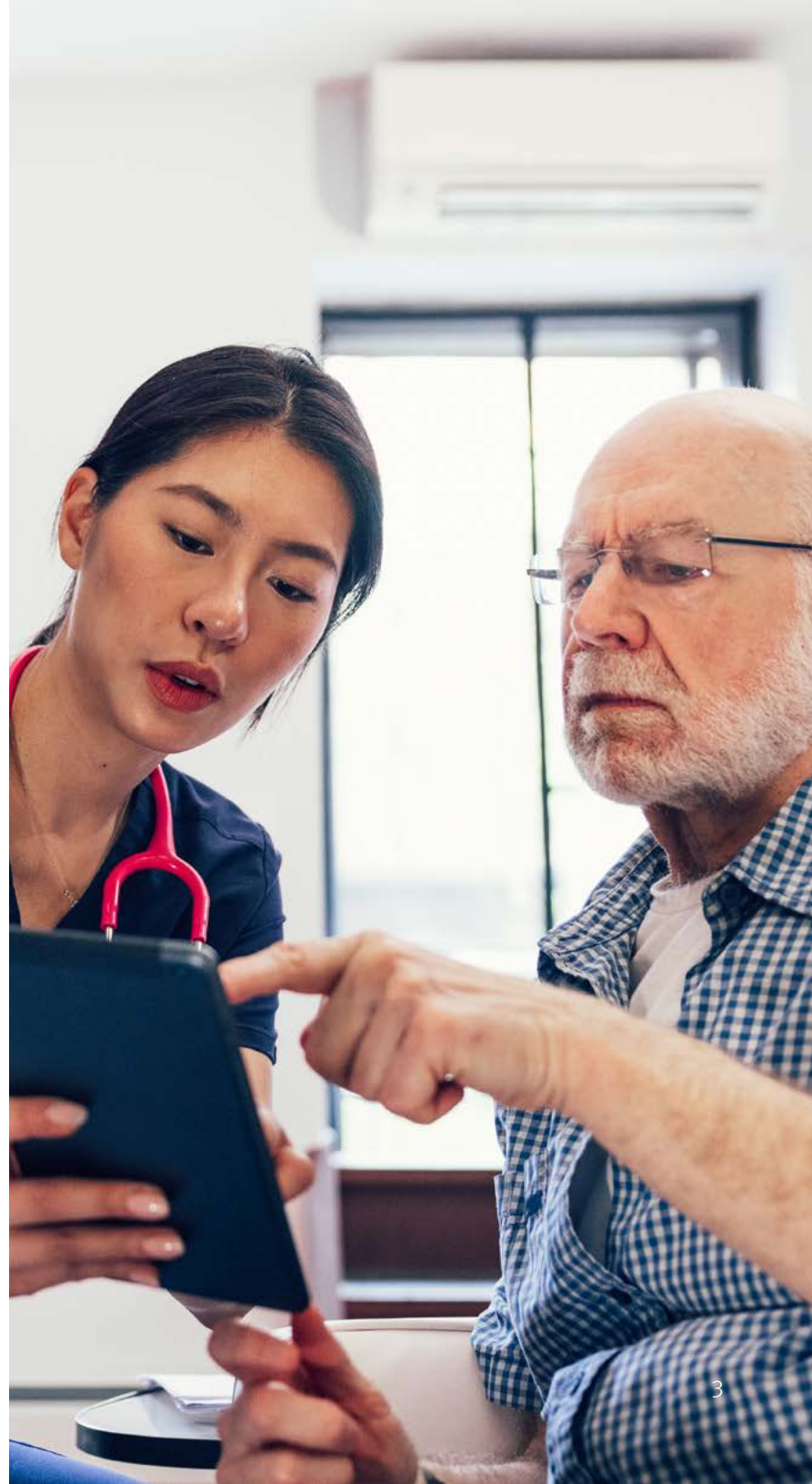
## How does a nationwide gastroenterology network streamline business operations?

### The missing element: A fully integrated practice management platform

Unfortunately, practices operating within a newly consolidated organization often make use of disparate practice management (PM) systems inherited from the portfolio of practices that joined forces. This lack of health IT integration across the network makes it difficult to:

- Implement standardized office processes
- Establish a central billing office
- Run a unified organization
- Gather business intelligence from across the organization

An enterprise platform model offers a way to achieve the business goals of nationwide gastroenterology networks by combining resources, scaling up operations, fostering growth, and providing the flexibility organizations need as their goals shift.





## Patching together disparate practice management platforms to run operations is, at best, a partial and flawed solution.

### **Integrate the enterprise through a single practice management system**

This way, multiple gastroenterology practices functioning under a single organizational umbrella can remain clinically autonomous while the business becomes more unified, efficient, and powerful. Achieving this compromise requires the right practice management platform. For example, a platform that can interface with a wide range of EHRs from a variety of vendors.

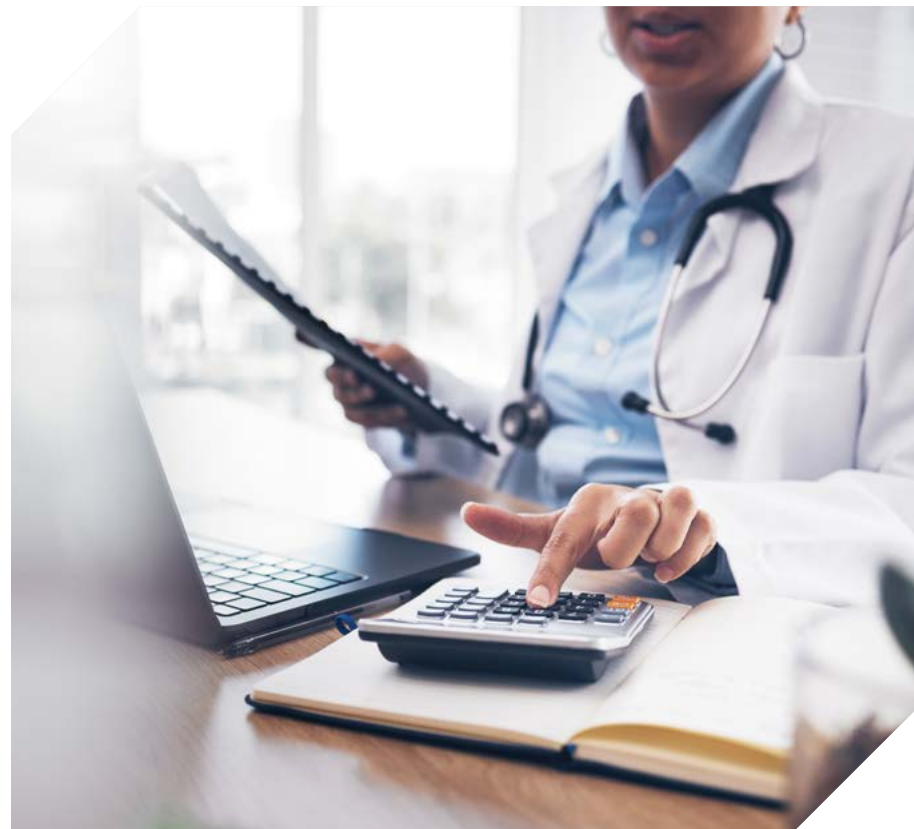
### **Support multiple practices on a single database**

**NextGen Enterprise PM** is built on a single, integrated database to support your entire enterprise. This allows for implementation of enterprise architecture—an approach that aligns technology with the business goals of a consolidated organization.

### **Centralize business operations**

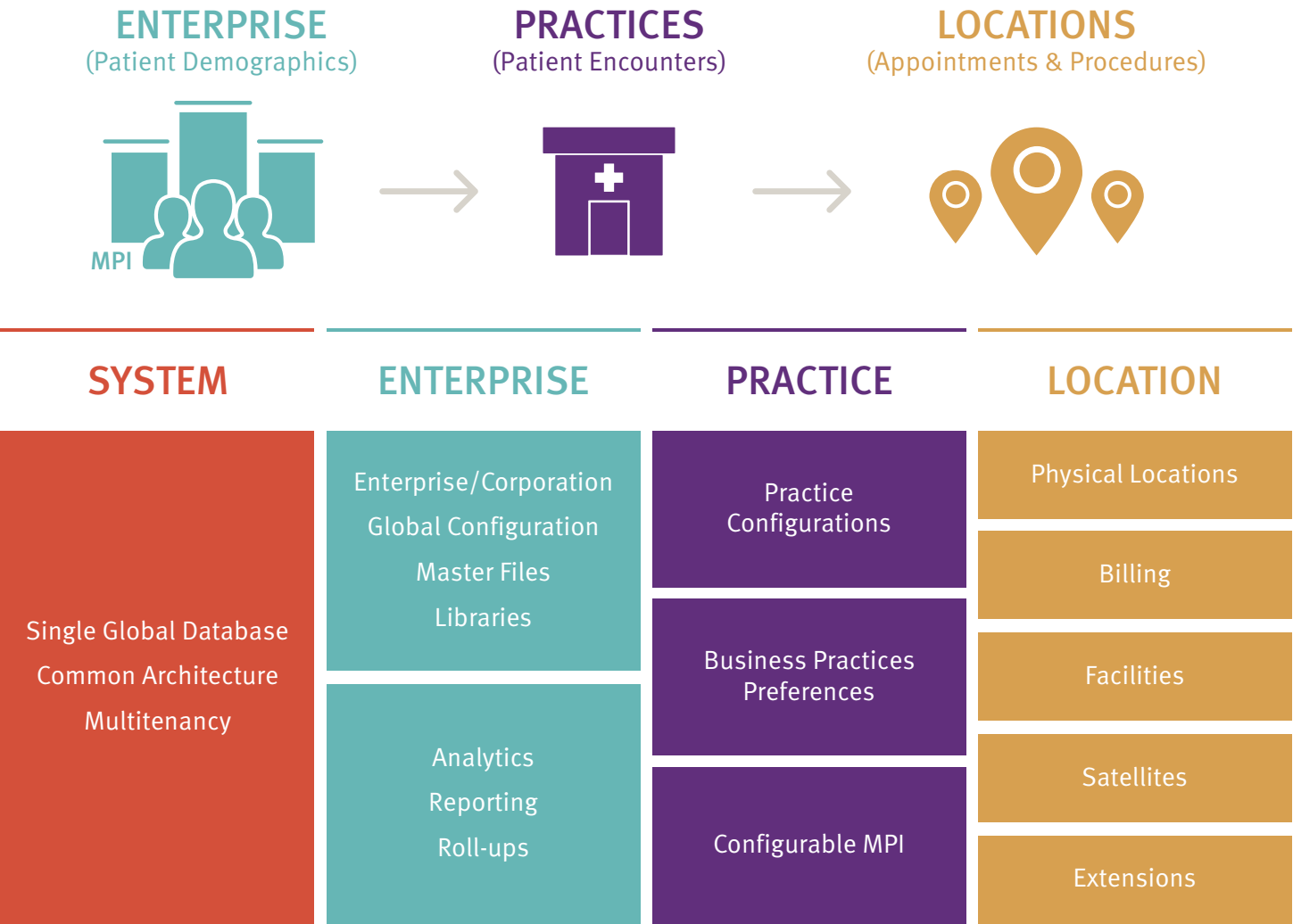
Because a single database supports multiple medical practices, the consolidated practice can set up a central business office to support the entire operation. The central office can manage claims creation and submission, post payments, process denials, and perform other essential business functions for all portfolio practices. A centralized approach allows for greater efficiency.

With NextGen® Enterprise PM accounting processes can be streamlined and resources used more effectively to ramp up revenue and growth.



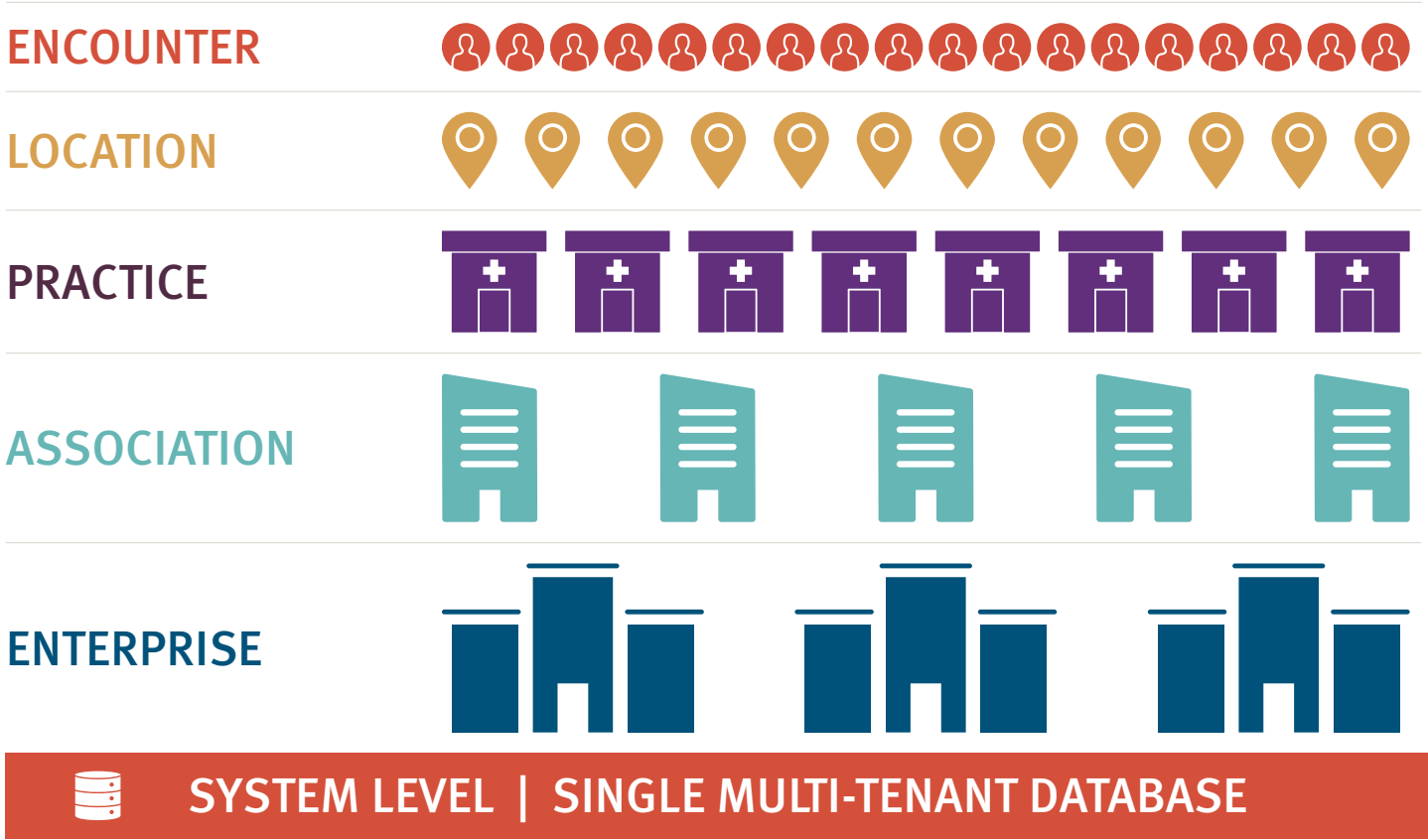
# NextGen Healthcare enterprise capabilities are both powerful and flexible.

Mapping the architecture to your business requirements maximizes the benefits clinically, operationally, and financially. System architecture is a critical area when selecting a solution for large healthcare organizations.



**NextGen Healthcare allows organizations to determine who has access to data on four different levels.**

By understanding how data is aligned within the NextGen Enterprise schema, organizations will benefit from various architectural configurations.



**NextGen® Enterprise PM** works with a range of EHRs to meet the business demands of enterprise-level gastroenterology practices. NextGen Healthcare has the flexibility to meet a myriad of strategies. Whether that is to singularize vendors across the organization or offer autonomy for providers to choose their own EHR.



### **One source of truth**

Some consolidated organizations do not require establishment of a central business office. As long as the organization uses a single PM system, operational and financial information from multiple practices can roll up to a single source of truth, even in the absence of a central business office. This allows administrators to oversee and report on finances and operations as part of governance.

### **Data visibility and accuracy—Master Patient Index (MPI)**

When a practice uses multiple EHRs with numerous interfaces, it increases the risk of redundancy and inaccuracy in patient data.

**NextGen Enterprise PM's Master Patient Index (MPI)** ensures all practices under the enterprise umbrella have access to the same patient data—a single source of truth for the population under care.

The MPI provides a central pool of information that feeds into all other systems. For example, if a patient visits two practices within the same healthcare group, the providers in each practice see the same patient data—avoiding redundancy and inaccuracies—enhancing data democratization.

### **Additionally, with NextGen Enterprise PM your organization will benefit from:**

- Configuration for multi-location, multi-state, and multi-Tax IDs
- Outstanding reporting and cost estimation features
- Automation of routine tasks

## Practice Highlights by the Numbers\*



**15% increase** in  
collection rate per  
encounter



**25% reduction** in  
days to bill



**25% reduction** in  
days to pay



**55% reduction** in days to  
pay with NextGen® Charge  
Review Rules Engine



**17% reduction**  
in total  
processing time



**45% decrease** in  
denial rate



**39% reduction**  
in days in accounts  
receivable (A/R)

\*Numbers above indicate real-world individual NextGen Healthcare client results

## NextGen Enterprise PM capabilities

- **Registration & Scheduling**  
Enterprise-wide configurability with automated eligibility and check-in workflow intelligence
- **Coding & Operations**  
Advanced technology that drives intuitive workflow performance ensuring billing accuracy and staff efficiency
- **AI Rules Engine**  
Precision and accuracy with AI-driven automated modifications, streamlining workflows and optimizing revenue cycle management
- **Clearinghouse & EDI**  
Award-winning clearinghouse technology designed to streamline claims processing, reduce denials, and accelerate reimbursements
- **Collections & A/R Management**  
Collection efficiency—pre-service, during service, and post-service



## CHAPTER 2

# ENTERPRISE BILLING COMPLEXITY

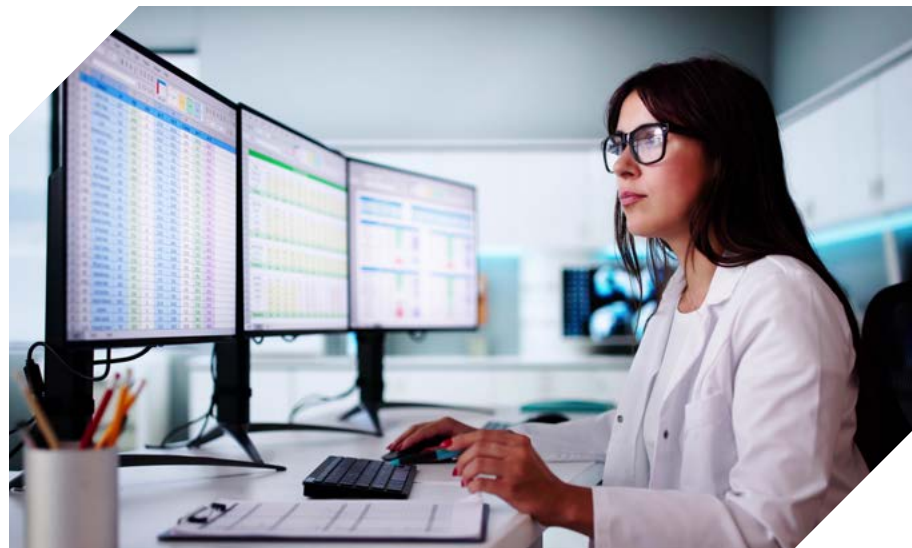
Most of today's practice management vendors define automation as electronic billing and claims processing capabilities, while streamlining workflows between the front- and back- office, running reports, or identifying errors in the system that still rely on human interaction to manage.

However, by automating end-to-end office processes gastroenterology networks can reduce A/R days, improve collections, decrease denials, boost efficiency, strengthen accountability, and expand their business without adding full-time staff members.

### Automate routine tasks

The **NextGen® Background Business Processor (BBP)** automates practice management processes, such as:

- Reports, statements, billing, and claims generation
- Collection and recall letter generation
- Directory imports
- Stored procedures
- Person merge processing
- Real-time services (RTS) eligibility checks
- Claim status requests



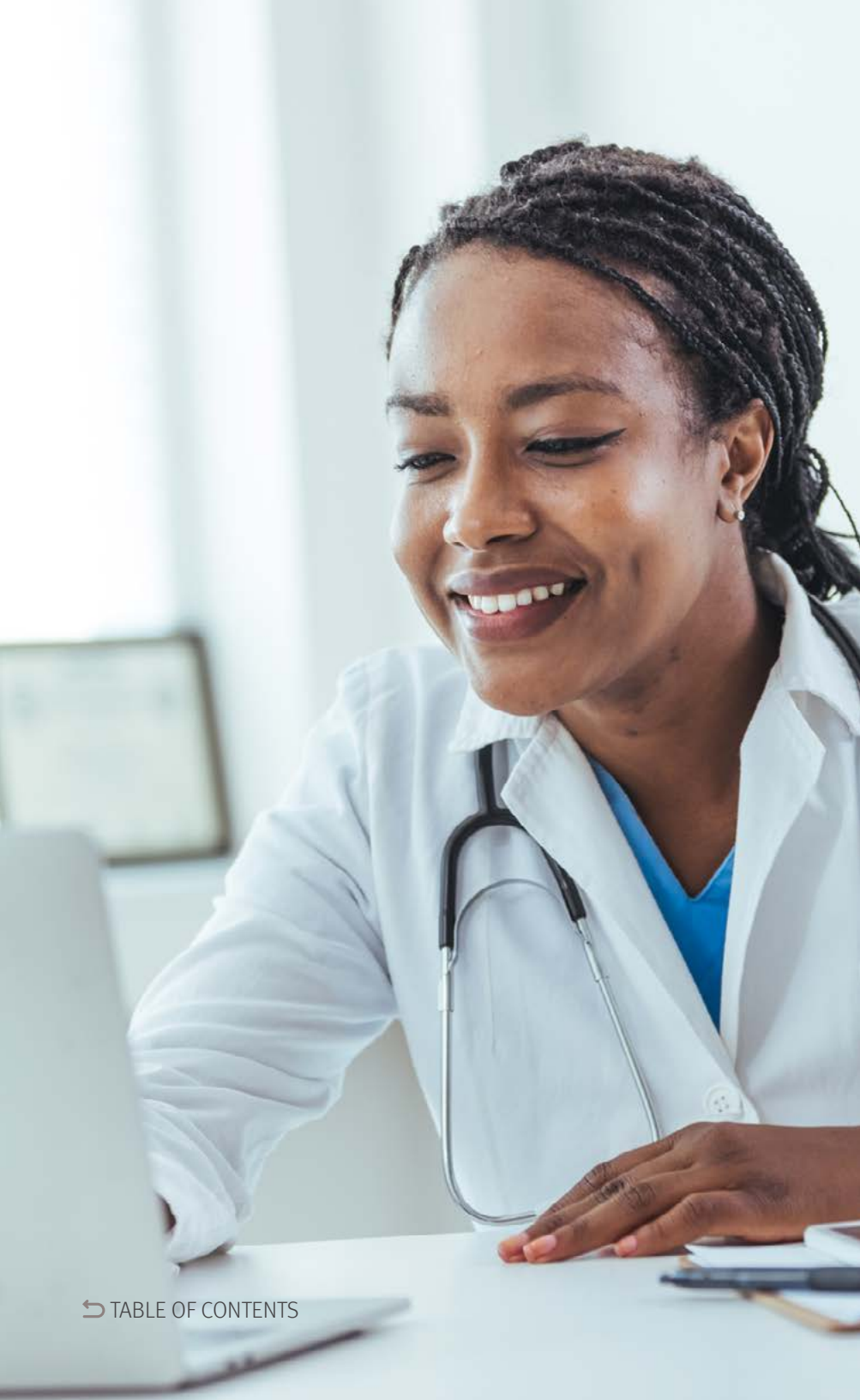
### Schedule tasks to be completed automatically overnight or at any convenient time

By using NextGen BBP, packages (tasks) can be scheduled for automatic completion that otherwise would require manual execution, with printing of results occurring or email notifications being sent to confirm NextGen BBP has performed an automated PM process.

### Get insights at the practice and enterprise level

Your practice management system should provide a window into key performance indicators (KPIs), making it easier to understand financial trends, identify potential problems, and find opportunities for growth.

**When you seek to grow by becoming more efficient, the importance of business intelligence cannot be overstated. The ability to measure and compare key performance indicators (KPIs) at individual practices and your gastroenterology network at large is paramount.**



**With **NextGen® Financial and Operational Analytics**, you can:**

- Monitor more than 100 critical KPIs
- View key metrics related to billing, payments, A/R, denials, and payer performance—based upon one integrated database for the enterprise
- Access visualizations that make it easy to identify trends

For nationwide networks, the practice management system must support gathering business intelligence across a portfolio of practices. Strong business intelligence can help your organization compare financial metrics to determine which practices in the portfolio are underperforming and need more careful management.

**Benefit from our depth of experience**

NextGen Healthcare offers deep experience supporting integrated care and complex enterprise organizations. Many software systems currently on the market were designed originally to support a one-office medical practice. By contrast, NextGen Healthcare IT architecture was designed from the beginning to accommodate multiple practices coexisting within a single enterprise and sharing a single database—a true enterprise architecture.

If you are part of a consolidated organization or want to position your practice for future growth and consolidation, NextGen Healthcare offers years of experience designing and implementing the systems you need.

## CHAPTER 3

# FIND FLEXIBILITY IN EHR INTEGRATION AND CONFIGURATION

As a large network of providers, integration of the PM system with the EHR improves practice operations significantly. An integrated platform increases efficiency, ensures better financial monitoring, and enhances provider/patient relationships. A practice or group of practices can leverage an integrated PM/EHR platform to maintain a single database. This facilitates centralized processing and roll-up reporting, while advancing operational economies of scale. With seamless integration you can:

- Lower IT overhead via single database management
- Share demographic data and reduce double entry
- Conduct HIPAA-compliant MPI searches for patients from other practices
- Support a single chart while securing practice financial data
- Allow multiple specialties to co-exist on a single shared database
- Maintain continuity of data across a complex organization



## Benefit from gastroenterology-specific EHR workflows

Content tailored to gastroenterology can help you address daily challenges. With custom templates designed to make your life easier, you can tackle changing reimbursement models and reporting demands.

**NextGen® Gastro Suite** is a specialty package that overlays the award-winning, CURES-certified NextGen® Enterprise EHR with gastro-specific workflows. Smart Lists offer providers pre-defined lists of common observations and action items unique to their workflow that can visibly improve efficiency and documentation accuracy.

When you streamline documentation, your care team can better manage multiple gastroenterology procedures and ensure quality care at every step of the patient's journey. Time-saving solutions such as mobile documentation, cloud hosting, and interoperability can also help drive clinical optimization.

## Features of NextGen Gastro Suite include:

- Provider Smart List for Patient Complaints
- Provider Smart List for Diagnosis
- Provider Smart List for Orders
- Configurable templates for in-office testing and procedures include, but not limited to:
  - PH Testing
  - Banding/Infrared Injections
  - PEG2 Placements
  - Liver Elastography
  - Suture Removal
  - Anorectal Manometry
  - Imaging
  - Breath Tests
  - Trigger Point Injections
  - Sclerotherapy
  - Infrared Coagulation (IRC)
  - Coagulation with Bipolar Diathermy
- Streamlined pre-certification, prior authorization, cost estimation, & financial assistance processes
- Repeat colonoscopy tracking with future task management
- Quick orders for procedures with details by performing location or patient exceptions



## CHAPTER 4

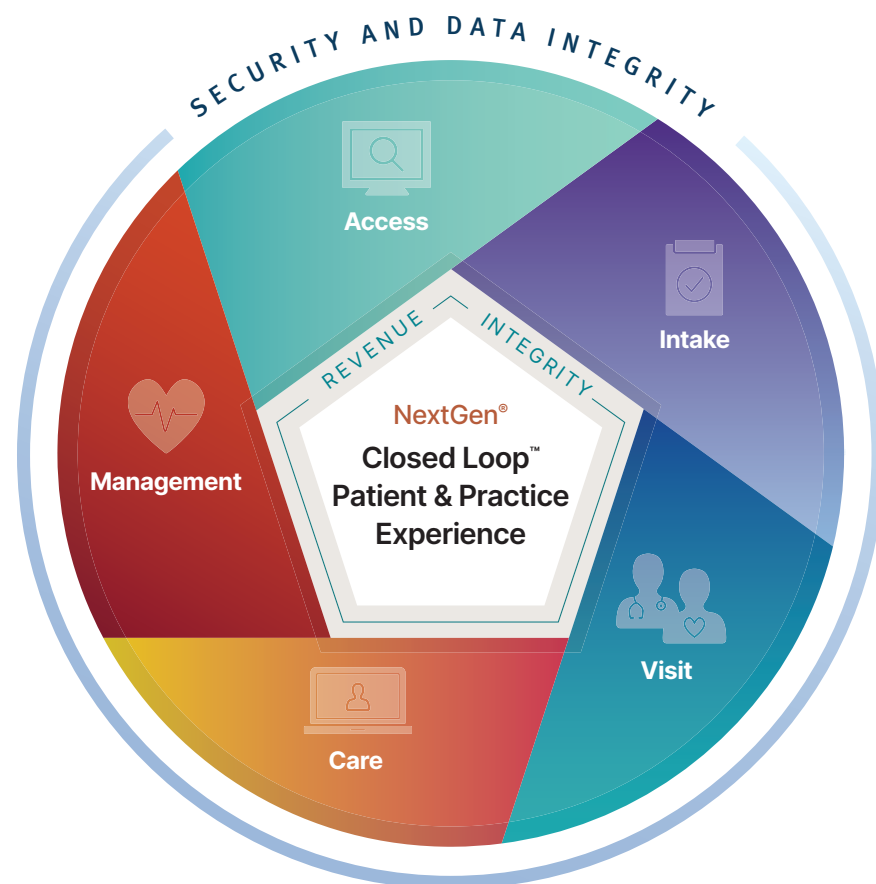
# ONE PATIENT ENGAGEMENT PLATFORM TO SUPPORT ENTERPRISE ARCHITECTURE

Quality gastroenterology care goes far beyond a single practice visit. Providing quality care is all about the patient journey—connecting with the patient and guiding them through the stages of their entire healthcare experience.

### Discover the NextGen® Closed Loop™ Patient & Practice Experience

The **NextGen Closed Loop Patient & Practice Experience** is an integrated, end-to-end solution that creates a seamless experience for gastroenterology patients, providers, and staff. Curated with the goal of enabling practices to establish better healthcare outcomes for all, this platform focuses on the entire care journey.

The stages of this interconnected platform include access, intake, the visit, care coordination, and care management.



# Benefit from intelligent and automated patient engagement

## ACCESS *Discovery*



Never let a patient be turned away at your digital front door. Remove barriers to increase patient retention, maintain full control of your patient portal offerings, and free up staff bandwidth to do more with less.

### Benefits:

- Increase online visibility with reputation management
- Improve access to your practice with self-scheduling
- Lower burden on staff with IVR, a chat-bot, and call deflection
- Decrease no-shows with appointment reminders with intelligence behind highest probability to take action
- Smooth operations with an automated waitlist & patient recalls

**NextGen® Referral Management powered by Luma**—Make missed referrals and follow-ups a thing of the past with automated text outreach.

## INTAKE *Pre-visit*



Better communications and interoperability reduce no-shows and strengthen your patient base. Simplify the patient onboarding process, strengthen patient & provider communications, and streamline the patient journey from the start.

### Benefits:

- Ensure patient privacy with secure text messaging
- Eliminate wait times by capturing discrete data in pre-appointment intake, form completion, insurance card capture, and payment options
- Better patient & provider communications with digital document and information upload
- Expand communication with patient-specific and broadcast messaging
- Streamline the intake process with eligibility automation

## VISIT *Live/virtual*



Patient visits shouldn't come with a mountain of clerical work. Minimize documentation burden with ambient listening solutions, reduce patient visit times to increase patient volume, and return focus to patients, improving satisfaction.

### Benefits:

- Meet patients where they are with virtual visits
- Drastically cut documentation time with ambient listening (**AI-generated SOAP notes**)
- Experience efficient workflows with direct-to-desktop
- Access your practice from anywhere with NextGen® Mobile
- Accelerate more convenient prescriptions with E-prescribing



## CARE COORDINATION

*Post-visit*



Increase patient participation and reduce provider workload at the same time. Give patients access to manage payments and receive materials online, improve communications and follow through, and reduce burdens on staff.

### Benefits:

- Keep patients involved with automated messaging
- Stay on top of patient satisfaction with patient surveys
- Limit manual workflows in referral management
- Better maintain medication refills
- Close gaps in care with population health analytics
- Reduce days in A/R to get paid faster

## HEALTH MANAGEMENT

*Ongoing*



Produce better healthcare outcomes for all with ongoing care management. Maintain care past a patient visit, strengthen the patient-provider relationship, and reduce unnecessary lapses in care and hospital visits.

### Benefits:

- Eliminate gaps in care with remote patient monitoring
- Automate e-statements and easy electronic bill-pay options
- Enable multiple modal patient communication and payment options

**The Closed Loop Experience** aims to strengthen the care journey for patients and encourages them to play an active, long-term role in their healthcare. By giving patients the tools they need to do so, gastroenterology practices can empower their patients to take on more of their care journey. This alleviates some of the burden from physicians and office staff while optimizing practice operations.

## CHAPTER 5

# MEASURE CLINICAL, OPERATIONAL, AND FINANCIAL PERFORMANCE

Healthcare organizations continue to face the growing challenges of managing the vast amount of data available today. This data comes from a variety of sources, including EHRs, lab systems, payors, medical devices, and third-party aggregators. **NextGen Analytics & Insights** offers data and analytic capabilities engineered for faster realization of business value and simplified delivery through a mix of products and services. The goal: using data to make better decisions for healthcare providers and their patients.

**NextGen Data Orchestration as a Service (DOaaS)** is designed to simplify access to client data, in an easy-to-use format, so you can measure clinical, operational, and financial performance and make informed data-driven decisions.





## Direct data to the business intelligence system of your choice

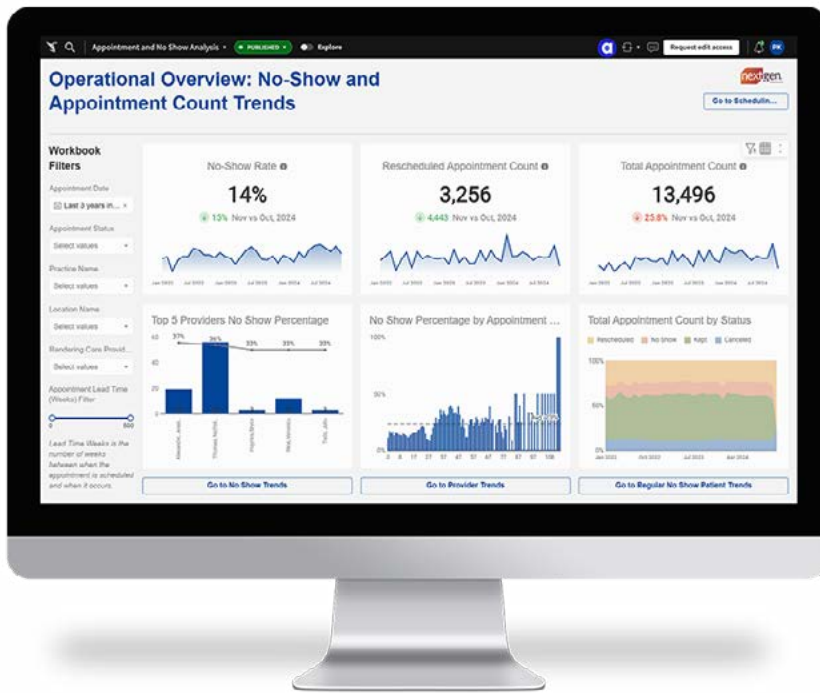
All your patient and practice data can now be funneled into one place for a holistic analytical picture of performance that incorporates all aspects of your network—clinical, operational, and financial. Healthcare providers will be able to ingest data from multiple sources for one source of truth. Key benefits include:

- Curated, analytic-ready data in one place to accelerate reporting and data driven clinical and operational improvements
- No implementation fee and hands-free activation, allowing customers to focus on data literacy and generating insights
- Easier to analyze performance across specialties, practices, and providers

## Access reliable patient and practice data

Make decisions that improve clinical outcomes, optimize practice operations, and drive financial performance with a unified view of reliable patient and practice data.

- Simplify data access and increase healthcare data literacy
- Benefit from an interactive data catalog (Atlan) and unified data canonical (clinical, financial, and operational)
- Lower total cost of ownership (TCO)
- Reduce costs by eliminating the need for multiple data systems and by improving the efficiency of data management
- Unify data sources for compliance
- Utilize a turnkey managed data platform that can be a one-stop-shop for core data, in addition to complying with regulations by ensuring that data is accurate and secure
- Enable a seamless end-user experience
- Benefit from service-varied personas (casual user vs. data scientist) and support multi-factor authentication and identity provider integration



## Practice-Based Research Network

The NextGen Healthcare **Practice-Based Research Network** leverages NextGen Enterprise EHR to transform patient care and make progressive treatment options available to those who typically lack access to cutting-edge medical research. By integrating clinical research and trial opportunities within the patient care workflow, this program ensures improved outcomes and advancements in commonly overlooked areas.

### Participate in and connect patients with clinical trials

When physicians opt to participate, they are given a platform to connect patients with clinical trials they qualify for, at no cost to the patient or practice. Our network is designed to optimize life science research and help all clients in our expansive organization be at the forefront of medical innovation.

#### Benefits of the Practice-Based Research Network:

- Provide access to progressive treatment options
- Improve long-term patient care outcomes and life expectancy
- Enhance clinical trial workflows that save time and money
- Reduce the overall cost of care



# HOW CAN WE HELP YOU?

Contact us at 855-510-6398 or [results@nextgen.com](mailto:results@nextgen.com)

## Open your doors to full network integration

A single system that works seamlessly across your entire gastroenterology network is ideal for administrative, financial, and clinical efficiency. When your nationwide network is ready, NextGen Healthcare can guide you to a fully integrated health IT solution that incorporates an award-winning practice management platform and enterprise EHR, patient engagement solutions, population health analytics, seamless interoperability, and revenue cycle management solutions and services.

We're on a mission to help nationwide gastroenterology networks streamline operations and achieve better clinical, operational, and financial outcomes.

**BELIEVE IN BETTER.®**

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