

As a “Platform-as-a-Service” Cloud Based End-to-End Medical Office and Revenue Cycle Management System for Office Based Physicians and Ambulatory Clinics, AZZLY benefits Physicians, Non-Physician Providers and Payers



Coletta L. Dorado
Founder, CEO

BIO:

Coletta's leadership turned the AZZLY vision into a reality, growing the company from the ground up. She has dedicated herself to the design and development of an affordable, fully-integrated business and clinical solution for independent physicians that pays for itself over and over while improving the patient experience and outcomes. She attracts the most talented, experienced management team and leads them toward this common goal. Her skill in negotiating strategic alliances with experienced partners adds depth and strength to the AZZLY initiative.

Prior to co-founding AZZLY, Coletta's experience includes a history of building highly-profitable companies and applying transformative technology to

help them succeed. In the 1980s, she co-founded a Florida-based brokerage firm that grew from four to over 600 brokers before being acquired by a major institution in a multi-million dollar transaction in 2001. She led the firm's initiative to convert its order-entry operations into a paperless operation, allowing for major growth and a dramatic increase in revenue.

A key insight for Coletta was recognizing that the methodology she used to transform a high volume, highly-regulated, paper-based brokerage firm can also help physicians and healthcare systems overcome their current challenges. For example, total integration and information-sharing are essential for quality care and a successful practice. In addition, simplicity is essential to overcome the fear and uncertainty that has impeded technology in the physician's office. And finally, doctors need to see that the right software is much more than a way to meet regulatory mandates—it can generate revenue.

Coletta is a member of the following organizations: Health Information and Management Systems Society (HIMSS), Microsoft Healthcare Users Group (MSHUG), Accredited Standards Committee (ASC X12), ONC Standards and Interoperability Workgroups, and the Patient Centered Primary Care Collaborative (PSPCC). She earned her bachelor's degree from the State University of New York at Buffalo School of Management.

Business Services
Healthcare Technology



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About AZZLY:

AZZLY is a “Platform as a Service”, an end to end medical office system that benefits physicians, non-physician providers, payers, research organizations and patients. For office based providers-AZZLY delivers a real-time conversion from a patient encounter (visit) to a claim, improving profits, cash flow and revenues. By eliminating manual processes, redundancies and human error, burdensome administrative costs are reduced because a “clean” claim is created and submitted for reimbursement. AZZLY's ground up approach is to serve office based medical practices and clinics building a central database of providers and patients for centralized messaging, communication, education and research efforts. Unlike other solutions that offer disparate electronic health record or practice management systems, AZZLY is an all-inclusive revenue cycle management system that includes a progressive electronic health record, practice management and patient

health record - a \$30 Billion+ industry opportunity.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOFCO Magazine**

CEOFCO: Ms. Dorado, would you tell us about AZZLY?

Ms. Dorado: AZZLY is a complete end to end solution for office based physicians and ambulatory clinics. We have a complete revenue cycle management system, so that from the time that a patient is scheduled to the time that a claim is processed, everything is entered into one application, 100% cloud based from the ground up.

CEOFCO: It is a somewhat crowded field. Why AZZLY? What sets you apart from the competition?

Ms. Dorado: What sets us apart is that we have designed and developed the application using modern technology since the American Recovery and Reinvestment Act of 2009. Therefore, we are based on all of the global standards supported and now mandated by CMS, Centers for Medicare and Medicaid and the Office of the National Coordinator (ONC). Based on these global standards we support Meaningful Use Stage 1 through anticipated Stage 3 where focus is on transition of care, continuity of care, accountability and interoperability. We can share patient health records, safely and securely with any of the existing electronic medical records or practice management programs that are out there, as long as they can receive them in the mandated standards that are now in place.

CEOFCO: When you speak with perspective customers do they understand the difference immediately? What is the "aha moment" when they get it?

Ms. Dorado: The "aha moment" occurs when you sit in front of them, and if their staff is present you ask simple questions such as, "how do you confirm your patient appointment," and they put their fingers up to their ear. "How do you check eligibility for your patients, that they are eligible for that visit that you scheduled them for?"

Again, they put their fingers up to their ears, resembling a telephone, or they search payer portals, which considering there are three thousand plus insurance companies in the US and most with multiple plans they are forced to waste hours daily searching multiple websites in order to verify a patients eligibility. Or else they have to go a clearing house portal and do the same. All manual processes. Within our application we have automated the calling reminder feature; the first one I mentioned, so that it is sent to an email to confirm or to cancel an appointment, or a phone call is generated confirming or canceling that appointment that has been scheduled for the patient. That stops the manual process and frees up that staff member to attend to other much needed functions. The "eligibility check" is another automated feature within the AZZLY system. As soon as a patient is scheduled we automatically go out to the payer and check for the 270/271 eligibility check. For those payers that offer eligibility check online it is an automatic function. Therefore, if we can reduce that process by at least twenty, thirty, and forty or fifty percent as more payers convert to automation for eligibility, it frees up that staff member to be more attentive to the clinical staff in house, or to a patients need. The "aha moment" to the doctor owner occurs when he looks at his staff and realizes just how burdened they are. He knows the staff is busy, he knows that they are all overwhelmed, but he is attending to his patients. He does not realize that here are two simple functions that could be automated, that he has not had the time to think about. Time equals money in healthcare as well as it does in any business. The practice owner recognizes how easy automating processes can be and the savings that can be realized immediately. Next "aha" occurs when you show how streamlined the billing & claims module is in AZZLY. Clean claims get you paid faster. What that means is the fact that we are an all-in- one revenue cycle management solution: we are also a clearing house, a hub to convert clinical documentation into a claim to stop under-billing. One click

patient care management- means for all users, building the claim from the point that the patient is scheduled, through the encounter, ordering prescriptions., labs, educational material, meeting MU and outcomes reporting, finalizing of the encounter, submitting the claim all without ever leaving the AZZLY application. We also provide real time adjudication. All the "Blues" are supporting it. Humana is supporting it. Many other insurance companies are going in that direction. We can adjudicate a claim within ninety seconds. Before the patient walks out the door- the patient knows their responsibility. The doctor gets paid. That is the best "aha moment".

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CEOFCO: What is the name, AZZLY?

Ms. Dorado: AZZLY stands for All Features and Functions A through Z.

CEOFCO: How do you reach perspective customers?

Ms. Dorado: Many of our perspective customers are now coming to us through the listing that we have on Medicare's website. We are one of a handful of vendor companies that have the technology and the knowledge base to be able to count, store, and report outcomes. The move is from fee for service to outcomes reporting. Because we are new technology, we have that capacity to count,

store, and report outcomes for the benefit of eligible providers. They are currently being paid a bonus for it, just like Meaningful Use. In two years it is going to be a penalty if they do not have that capability. Therefore, we are very fortunate. We are listed on the CMS alternative reporting website as one of the vendors that offers this. It is part of our pricing model, so it is not an extra feature. We are getting quite a few calls from that. We get calls from our website. We are internet based and completely cloud based. The internet is your calling card as well. Now we are getting referrals as we build our footprint out in the space. We also had a wonderful case study printed online through a publication similar to yours, with sixty thousand plus readers. That also helps when you have your case study recognized and the value add that we are offering. In that case it was a solo practitioner in Mental Health. It is an area that we support. Having these case studies, because it is not necessarily what we say, it is what users of AZZLY say will grow our user base.

CEO CFO: What was the most difficult piece of the technology to get in place?

Ms. Dorado: The revenue cycle management working with the payer end on the submission and responses back; what we very quickly recognized is that the payer world uses old processes and is very paper based. It is a very cumbersome process for any vendor, but more importantly for every provider out there. We chose not to do it the old way that has been in place; in other words, not to get sucked down that "black" hole in paper processes, faxing, or playing "fifty two pick up". What we chose to do is when we get the response back from the payer is to standardize it. We have standardized it on our front end, and it is color coded; red, yellow, green, and white for submissions, so that when any biller or billing company processes a claim, they know right away that green means release and red means don't submit, review the claim. You need to take a look at it. Check your modifiers. Make sure your codes are correct, your modifiers are correct, and your diagnosis de-

scriptions are correct, before it gets submitted. That is what we have done on the front end. On the back end, when the payers return an 835 response it is all the same information, reasons, explanations, codes, and so on, but it is "fifty two pick up". It is all scrambled. Every payer and every plan responds a different way with the same information. What we chose to do is standardize that, so that when the responses come in we have standardized it for the benefit of every practice, every biller, and every billing company out there that uses the AZZLY platform to serve their patients as well as their clients. It looks the same. Therefore, we have reduced the administrative time to review the claim by fifty percent. Your eyes are glancing through all of the claim responses and looking at the same fields in the same place. We have been told it is the most efficient billing system available. Time equals money and we have reduced the time considerably. That was the biggest challenge.

CEO CFO: You have had considerable entrepreneurial and business world experience. What has helped you most with this venture?

Ms. Dorado: I came from the investment banking world. I led the initiative during the dot com boom in the 1990's to take a regional brokerage firm from paper to paperless. That was the focus of my work- automating workflow processes for efficiencies. I helped to grow that firm from four to six hundred financial advisors. We sold it very successfully to a major brokerage firm in 2001. I reached out for new technology very similar to where I am with AZZLY; new technology that would make a difference in which I could work with logic and work flow processes for internal efficiency as well as external and return of investment. It is no different than the medical industry, in that I had to develop work flow processes with all of my trading desks, with all of my order clerks, with all of the brokers, and with all of the clients that we served. We convinced them that technology does work, and that if you think logical workflow processes, we can develop efficiency, better service and timelier,

best executions of order flow. What that equates to in the medical industry is best practices, HIPPA compliance, security; again, time equaling money. Getting the buy in with my entire regional brokerage firm from the executive management team that fretted "there goes Coletta, she is going to bankrupt us, when is the ROI going to be, she is going to spend a fortune." I got ROI in six months. I feel very confident that with the same work flow processes and logic that I used in the brokerage industry, applying them to a web based solution based on all global standards; ICD-9 is mapped to ICD-10, all the CPT, HCPCS codes, and modifiers are in the data base. I have three million national provider identification numbers in my data base so that doctors will be able to communicate with other specialties efficiently. AZZLY includes encrypted email, eFax, and digital signature, built into the application, applying the same logic and workflow processes. For a physician practice, their return on investment should be within ninety days. It is a thirty day "go live" process, and another thirty days to keep them on target, embracing the application and using all features and functions, because that is what is going to drive the efficiency. Then the next sixty to ninety days we ask for referrals. Because if we have made you happy and we are getting you paid faster and stopping the two months worth of accounts receivable, then AZZLY has done the job well. If you are able to see more patients or at least the same patient load that you are doing now, and can grow your business, it is not about surviving, in my opinion. It is about thriving. That is my job.

CEO CFO: Are there bells, whistles, tweaks, or any changes that you are either working on, or would like to add?

Ms. Dorado: Research and development will never end when you are a software development company such as we are, and especially in the healthcare space. It is such a fragmented industry and there are such innovative solutions that are phenomenal out there. We are one of them. The pleasure is that we are

constantly being approached by other entrepreneurs and other smart thinkers on what else can be added. AZZLY is a "platform as a service". Think of a box and everything that you need to run that practice is in that box. There are always added efficiencies amongst medical device APIs, business analytics, research needs, education, and messaging and new care delivery systems that we embrace innovation that will improve outcomes for the global population. AZZLY is a platform that is not only going to get users through this year and the next several years, but it will be the last system that they have to convert to. Therefore, we are very supportive of R and D and innovative solutions. Because we have created the AZZLY system as a modular architecture we are able to improve, upgrade, add, make changes, and keep compliant with the government mandates. The train has left the sta-

tion; it is not stopping. There is always going to be new requirements and new mandates. You have got to have a program, an application, a system, that can adapt, can adopt, and can make changes for the benefit of all. That is the advantage of a cloud based platform as a service. Once we do an upgrade it is for the benefit of all of our users. We are very excited about the potential of the future and the innovative solutions that we can potentially continue to offer, whether we create them ourselves, or whether we are approached by another smart company out there that wants to be engaged with AZZLY. We are always welcoming, we are always learning. It is a great space. We must empower our healthcare professionals. You cannot walk into an office based physicians practice, clinic, or even a hospital, and say "here is new technology" without empowering. It is not about a training course. It is about

empowering the allied healthcare professionals; everyone that is going to use this technology. AZZLY has done that by giving gift in kind of our demo applications to be used in academic centers. We are currently being taught at undergraduate and graduate level of health science programs at major universities. We would like to encourage the adoption of the hands on tool that we offer, and we very much would like to get into the residency programs, so that third year residents will have a choice. You can be a hospital employee, or you can be an entrepreneur; and here are the tools, here is the platform that can help you launch your business. We are very supportive of growing the entrepreneurship spirit in America.



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