Driving 600% annual growth with Lyniate Rhapsody

The customer: Med USA

Med USA provides cloud-based revenue cycle management, medical credentialing, and medical billing for clients in 44 states. For over 40 years, Med USA has provided customized solutions that streamline practice management and improve revenue so physicians can focus on patient care.

## The challenge: Scaling to onboard new customers faster

Med USA helps customers close more charts same-day, decrease AR days, and increase revenue per visit by integrating information from across the healthcare landscape. Med USA had built a few integrations with major laboratories, primarily as .NET and Mirth Connect packages.

As Med USA began to grow its revenue cycle management offering, those homegrown integrations were no longer enough.

For every new client, the small team of developers needed an average of three months to code the necessary integrations. This long lead time was frustrating, and all those development hours ate into Med USA's profits. And after launch, developers needed to babysit the integrations daily, processing files the operations team couldn't handle.

Customer	Med USA
Headquarters	Sandy, Utah
Sites	2,500+ clients in 44 states
Website	medusacm.com
Organization type	Revenue cycle management solutions that enable physicians to provide world-class health care
Product	Lyniate Rhapsody

As Med USA prepared for major growth, they needed to standardize inbound and outbound integrations to cut down on development time and get customers on the platform faster.
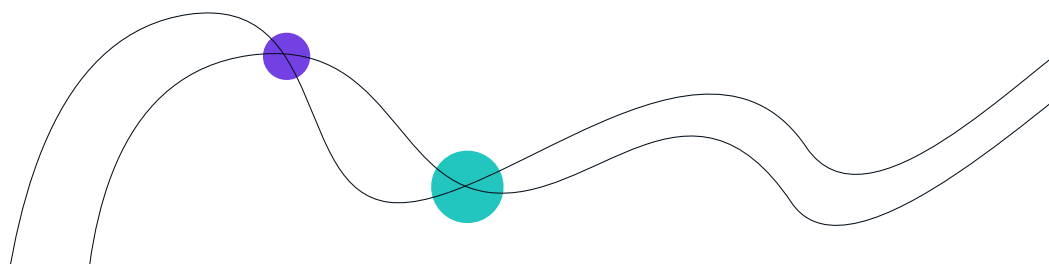
The solution: Lyniate Rhapsody

After an extensive review process, Med USA selected Lyniate Rhapsody. Med USA's Chris Burch, senior director of information systems, had worked with Lyniate products in the past, and an independent consultant made the same recommendation.

Med USA sent three of their Java developers — who had no experience developing interfaces — through Lyniate's training program. All three quickly grew comfortable building interfaces and integrations in Rhapsody.

Rhapsody enabled the Med USA team to standardize how they create and update interfaces. That speeds up new customer onboarding while allowing developers to easily propagate changes to every client using a particular integration.

Med USA regularly uses HL7, FHIR, and a growing array of standards among numerous types of interfaces. Most of their interfaces are full-charge integration, with demographic and charged financial data along with outbound results and messages.

> *"We grew 600% last year. We couldn't have done it without Rhapsody."*
>
> **Chris Burch**
> Senior Director of Information Systems, Med USA

Med USA has used Lyniate Rhapsody to:
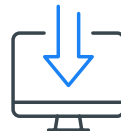
Cut interface development time from 3 months to 1 week

Grow business by 600%, year over year, which earned Med USA a spot on the Inc. 5000 list of fastest-growing private companies

Process 300,000 to 400,000 encounters per month

Results: Faster onboarding that drives growth

Lyniate Rhapsody helped Med USA's development team cut average onboarding from three months to a single week — sometimes even faster — which drove Med USA to grow over 600 percent in 2020.

Many new customers were labs processing thousands of daily COVID-19 tests. These labs often used homegrown systems and lacked experience with insurance companies, HL7, or other standards. Med USA's fast onboarding helped these labs manage essential COVID-19 testing.

Today, Med USA processes an average of 300,000 to 400,000 encounters per month, with spikes during COVID peaks.

And with Rhapsody's intuitive web console and user interface, Med USA's operations team now handles

"Being able to develop integrations with a week of development time instead of three months cuts our upfront cost and makes our clients more profitable."

Chris Burch

more processing without engaging developers. The customer-facing team uses lookup tables to see the 2,000 claims that need special handling each day. That empowers Med USA's customers to process more claims same-day to capture revenue faster. This growth helped Med USA earn a spot on the Inc. 5000, a list of the fastest-growing private companies in the US as ranked by Inc. Magazine.

Ready to see how Lyniate can help your organization cut interface development time and grow faster?