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# When Relationship Builds Stability & Growth + “Stickiness”

How Coronis Pathology & Diagnostic Medicine Becomes  
Part of Our Client’s Practice Fabrice for All to Benefit

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## Stats

- Annual revenues will exceed \$2.12 million in 2021, up 186% from 2019 when Coronis Health first engaged WPM
- Anatomic Pathology revenue is up \$162% for the same period
- Clinical Pathology Component (CPC) as a new revenue stream accounts for 21% of their revenue
- Survived pandemic with collections not dipping below pre-Coronis Health levels.

## Company Quick Facts

- Multi-site Pathology Group in Southern California
- Three pathologists
- In-house billing with limited knowledge/support prior to engagement with Coronis Health
- Did not bill for Clinical Professional Component work prior to Coronis Health

## Relationships Count

*"I always felt we were leaving money on the table by billing in-house and not billing CPC. After making the move to Coronis Health, I couldn't believe how right I was.*

*This, plus the fact that their customer service both for the pathology practices and the patients is outstanding, makes me very thankful we made the move when we did."*

WPM Pathologist

## New Technology, New Services & New Revenue Streams

*"It's exciting to watch the transfer of trust when we move pathology groups from an in-house billing situation to Coronis Health. It's even more exciting when we can also bring new technology, new services and a new revenue stream into the mix.*

*The client transformation from anxious and uncertain to comfort to collaboration results in a bond between the client and Coronis Health that truly defines who we are and what we do."*

Vice President, Coronis Pathology & Diagnostic Medicine

## Story

Whittier Pathology Medical Group (WPM) was started with in-house hospital-based anatomic pathology (AP) billing across two PIH Health hospitals in Southern California. They had a small billing team that was captive and attentive, but whose experience was limited. The group was very loyal to the billing staff and very reluctant to look for outside help.

Coronis Health first approached the group to look at expanding their billing to include Clinical Professional Component (CPC) billing – a new revenue stream. The pathologists were skeptical, but interested in growing their business. Plus, they recognized their current staff would not be able to manage the volume of tests to be billed.

An initial review of testing clearly showed there was revenue to be captured. As part of this review, Coronis Health also provided visibility into what AP collections should look like; not only at their facilities, but at similar sites across Southern California where Coronis Health was engaged to provide billing services. It became painfully clear that there was missed revenue opportunity on AP side as well.

Working closely with the group, Coronis Health carefully managed the transition to be sure that concerns of losing the local billing presence wasn't felt by the docs. Frequent phone calls and in person meetings along with expanded reporting for better visibility into their business soon had the pathologists more relaxed about their decision. Expanded support for credentialing, contracting and quality (QPP) reporting that had previously not been provided only added to the value Coronis Health brought to WPM.

The group continues to thrive and rely on Coronis Health more and more for critical decision making and practice support. Coronis Health is a trusted extension of WPM - just like their in-house team was. The difference is that the experience and oversight Coronis Health provides has allowed the group to achieve previously unheard-of growth and financial success.