



Scaling smarter: How ABW Medical helped Upperline Health turn growth challenges into 20% more revenue

Practice at a glance

- ✓ 29% decrease in Hold and Manager Hold claims
- ✚ 13% decrease in total Days in A/R (DAR), even as Charges increased by 5%. Hold DAR dropped 38% and Manager Hold DAR dropped 32%
- ✓ 19% increase in payments

CHALLENGES

Upperline Health is a fast-growing multi-specialty provider group committed to expanding patient access and improving outcomes. With growth came new pressures on their revenue cycle. Although their athenahealth workflows were well established, several financial challenges were slowing momentum:

- **Rising days in accounts receivable:** Claims were taking longer to resolve, creating cash flow constraints that limited agility.
- **Claims delays:** A significant portion of claims sat in Hold and Manager Hold categories, requiring additional time and manual effort from staff to resolve.
- **Scaling pains:** As patient volume and charges grew, billing staff faced mounting administrative strain while trying to keep pace with increased complexity.

Upperline's leadership understood that sustaining growth required a partner who not only knew athenahealth inside and out but could also integrate seamlessly into their workflows to improve financial performance – without disrupting clinical operations or overwhelming staff.

SOLUTIONS

Upperline partnered with ABW Medical, an experienced athenahealth Marketplace collaborator with a proven record of driving financial performance while preserving workflow continuity.

ABW's team of athena experts functioned as an extension of Upperline's billing staff, embedding directly into existing workflows without disruption.

ABW's approach centered on three guiding principles: seamless integration, hands-on expertise, and measurable outcomes.

- **Seamless integration:** Leveraging direct API connections with athenahealth, ABW embedded into Upperline's existing billing processes without requiring staff retraining or workflow changes. This allowed providers and staff to continue working as usual while ABW worked behind the scenes to optimize revenue cycle performance.
- **Hands-On expertise:** ABW's team of athena specialists functioned as an extension of Upperline's billing staff. They proactively monitored claims, targeted denials, and implemented best practices for claim scrubbing and resolution.
- **Ecosystem alignment:** With deep knowledge of athenahealth's platform and workflows, ABW focused on optimizing the areas that would yield the fastest ROI – specifically reducing Hold categories, improving aged A/R, and keeping pace with rising charges.

This collaborative model gave Upperline confidence that their revenue cycle was in expert hands, freeing leadership and staff to focus on scaling operations and delivering care.

RESULTS

The partnership delivered powerful, measurable improvements – not just incremental changes, but true business impact.

- **29% decrease in Hold and Manager Hold claims.** ABW's proactive management of claim workflows helped Upperline accelerate resolution, reduce administrative rework, and capture revenue faster.
- **13% decrease in total Days in A/R (DAR), even as Charges increased by 5%.** Hold DAR dropped 38% and Manager Hold DAR dropped 32%, proving that claims were being resolved faster despite growing patient volume. This proved that ABW's strategies not only reduced aged receivables but also kept pace with Upperline's rapid growth.
- **19% increase in Payments.** By improving claim velocity and resolution, Upperline unlocked stronger, more predictable cash flow, creating financial stability and fueling reinvestment in growth initiatives.

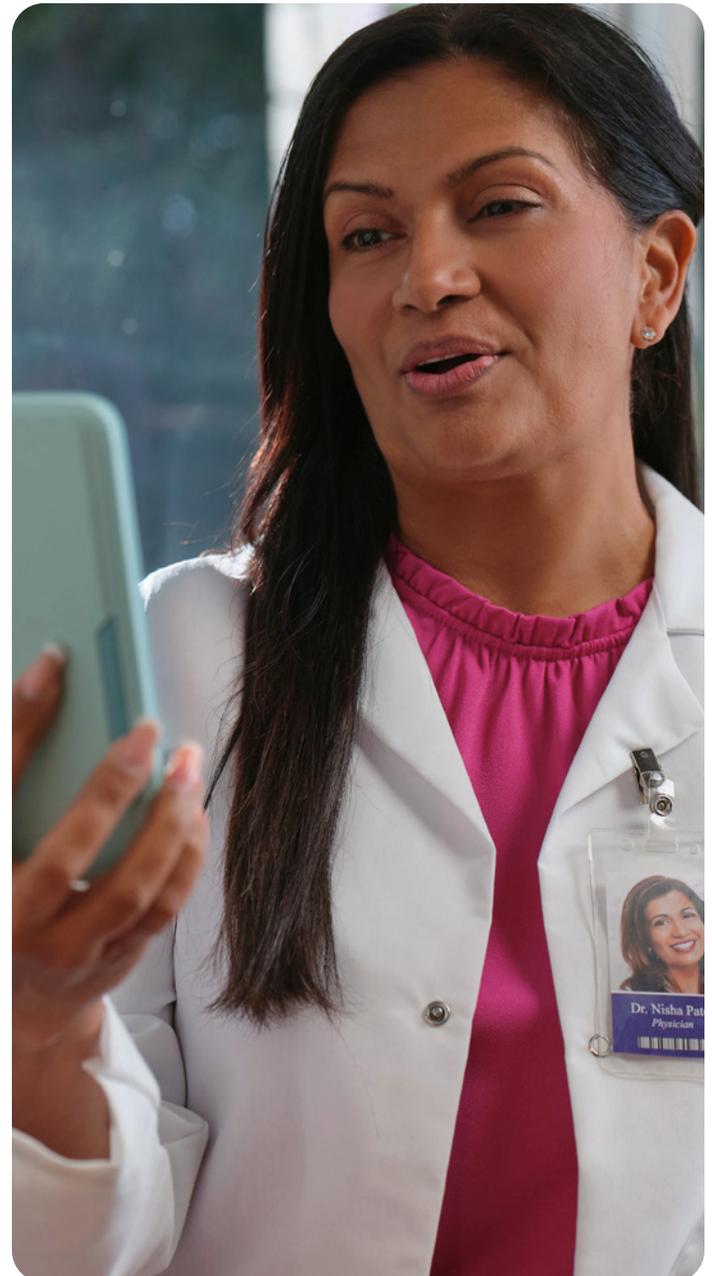
Beyond the numbers, ABW provided lasting value: less administrative burden for staff, fewer billing headaches, and the assurance that their athenahealth investment was being fully maximized. Providers remained focused on patients, knowing their revenue cycle was in expert hands.

Today, Upperline Health continues to grow with confidence, backed by ABW Medical as a trusted athenahealth Marketplace partner – demonstrating how the right collaboration can deliver seamless integration, measurable ROI, and long-term success.

“ One additional benefit we quickly gained from is having the ABW team identify trends and provide insights that we previously hadn't uncovered. ”

Michelle Vaughn

VP of Revenue Cycle, Upperline Health



“ We didn't have the bandwidth to manage our hold buckets. ABW came in from day one, as experts on athenahealth, to manage that process efficiently. ”

Michelle Vaughn

VP of Revenue Cycle, Upperline Health