

Butterfield Trail Village gets much-needed support with an outsourced RCM collaboration

CHALLENGES

- > Biller left the organization, creating a staffing gap
- > Specialized experience was required, and the local talent pool was limited
- > The support they needed was more than a one-person job
- > Had to ensure consistent, accurate, and timely billing

SOLUTION

- > Outsourced RCM services

Butterfield Trail Village is Northwest Arkansas's only Type A Life Plan Retirement Community. Founded in 1986, they were the first non-profit, self-governed retirement community. Butterfield has since modernized their operations and expanded their services to include lifestyle and wellness options as well as resident-center care.

A staffing challenge that sparked change

When Butterfield's in-house biller announced her departure, the team faced a critical dilemma. Do they replace a niche role in a competitive hiring market or find a more sustainable solution? Medical billing for CCRCs requires deep industry knowledge to keep claims and cash flow moving. Their biller also managed multiple responsibilities across the facility. So, when filling the role, they knew it was more than a one-person job.

"We're one of the few life plan communities in the state of Arkansas that's type A," explained Kim Moore, CFO for Butterfield. "We had a limited talent pool and needed the expertise to navigate complexities with claim submissions."

Collaborating with an outsourced expert

Butterfield turned to Assembly Health for help in their medical billing. Early in the transition, a unique solution emerged. Valuing her experience with their systems, Assembly retained Butterfield's outgoing biller, offering a sense of continuity while adding a full team of experts to share the workload and help manage the full revenue cycle.

Assembly's team got to work right away, performing an AR cleanup to address any issues in their claims process, including the sequential order of claims from multiple sources, and help ensure Butterfield was completely caught up on aged receivables. They noticed immediate results in cash flow and their billing was quickly back on track. "The AR clean up improved our cash flow pretty quickly," Moore explains.

"Having one person to manage it all previously had been too much. They were spread too thin to be able to keep up. With a team of support, our billing process was on schedule, without delays in processing claims."



Stronger cash flow and peace of mind

The collaboration delivered measurable financial improvements. As part of the AR cleanup project, Assembly recovered \$37.8K of Butterfield's outstanding AR balance. Beyond the numbers, having Assembly handle the claims and medical billing allowed Butterfield's team to focus on residential billing and the community's ongoing growth and campus expansion.

"There are many things to love about partnering with Assembly and MatrixCare. But I really appreciate that the billing is done inside of our system, so we don't have to upload. Staying connected is seamless," expresses Moore.



FACILITIES' RESULTS TO DATE



\$37.8K of AR recovered during cleanup



Consistent, on-time billing with faster cash flow



Billing staff freed up to focus on residential billing and census



Seamless connectivity with existing MatrixCare system

(Customer results may vary)

Butterfield Trail Village's experience highlights how outsourced RCM services with Assembly Health in collaboration with MatrixCare can help organizations stabilize and strengthen financial performance without adding operational burden or losing your in-house position. By bringing deep expertise, system integration, and dedicated resources, outsourced RCM services can minimize billing disruptions, support growth, and offer confidence that claims are being handled correctly.

Contact our experts at **866.469.3766** or visit **matrixcare.com** to learn more.