



Spring Fertility Gains Revenue Cycle Visibility

Azalea Practice Management Delivers Billing and Deep Data Insights

Spring Fertility offers personalized care to guide patients through every stage of the reproductive journey. That care includes in vitro fertilization (IVF), intrauterine insemination (IUI), egg and embryo freezing, donor and surrogacy services, genetic testing, and mental health support for patients in California, New York, and Oregon.

"Our founders thought there was always a better way to help patients achieve their goals," said Khaled Farahat, VP of revenue operations at Spring Fertility.

Founded in 2016, as Spring Fertility grew, leadership needed a better billing solution and greater visibility into the financial performance of its growing organization.

The Need: More Than Basic Billing Functionality

Spring Fertility uses a fertility-specific EHR with built-in practice management (PM) tools. That solution supports only basic billing and limited analytics and reporting abilities. Its billing tools don't adequately support U.S. billing needs. It also doesn't offer the level of financial insight the team needs to understand performance across locations, payers, and services.

"The system we were using wasn't really built for billing in the U.S.," Farahat said. "It had very basic capabilities, and we came to the conclusion that we might end up waiting years for the solution to get to a point where we could access the kinds of reports we wanted."

Spring set out to find a practice management platform that would work with its EHR to support more complete day-to-day billing operations while also delivering meaningful data insights.

"We were looking to be able to track cycles and revenue in a specific way — by CPT, by location, all of that," Farahat said. "We needed something to integrate so we could access data and be able to make decisions on it."

The Answer: A Complete Revenue Cycle Solution

Spring Fertility evaluated several options before selecting Azalea Practice Management Software and Azalea Analytics.

"From the first presentation, Azalea felt like this had most of what we were looking for," he said. "Azalea was flexible about

Spring Fertility

Location: California, New York, and Oregon with a new location opening in Denver soon

Providers: 32

Staff: 450+

Services: IVF, IUI, embryo and egg freezing, family planning, donation and surrogacy, genetics, and mental health

Azalea PM and Analytics user since: May 2020

springfertility.com

Before Azalea

- **Practice management system** not built for U.S. billing requirements
- **Only basic billing and reporting** capabilities
- **Limited visibility** into revenue by CPT, payer, and location mixes
- **Limited access** to usable financial and operational data

With Azalea

- **Clear, accessible visibility into revenue performance** across locations
- **Detailed reporting** by CPT code, payer, and location mix supports data-driven decision-making
- **Easy-to-use, consistent, web-based access** for staff regardless of location
- **Ongoing collaboration with and support** from the Azalea Health team



changing certain things and doing things in certain ways to work with us.”

The combination of Azalea Practice Management and Azalea Analytics ultimately gave Spring Fertility the billing abilities and the operational and financial visibility it wanted.

“It felt like this was a full-on solution,” Farahat said. “It gives us what we need from a day-to-day perspective. It talks easily with our software. And it has the back-end analytics. The revenue reports are great. I particularly like the revenue waterfall report in Azalea.”

The Outcome: Data Generates Actionable Insights

While Azalea Practice Management serves as the foundation for efficient billing operations, Azalea Analytics gives Khaled and the Spring Fertility team the visibility needed to understand how the business is performing. And revenue reporting has become one of the most valuable tools available to Spring’s leadership.

Azalea Analytics has helped Khaled and his team see the breakdown of revenue by CPT code, payer, and location all of which are used to drive key business decisions.

Visibility into its payer mix also lets Spring focus on the right contract negotiations to maximize revenue.

“It gives us visibility around where we need to focus, whether that’s renegotiating contracts or understanding what makes up our business model,” Farahat said.

“One of the biggest benefits is visibility around our financials and how the business is doing. A lot of what drives our decisions is data that we pull directly from Azalea.”

*— Khaled Farahat, VP of revenue operations,
Spring Fertility*

The reporting capabilities also provide insight into the factors that drive growth, efficiency, and profitability across the organization.

“One of the biggest benefits is visibility around our financials and how the business is doing,” Farahat said. “A lot of what drives our decisions is data that we pull directly from Azalea. CPT codes, location, payer, all of that is unbelievably helpful.”

Support for Daily Billing Operations

Alongside Analytics, Spring Fertility uses Azalea Practice Management to support billing workflows. The organization benefits from a PM solution that easily integrates with its EHR. And its teams benefit from a web-based platform that provides an easy way to stay connected while maintaining consistent billing processes across locations.

“Because it’s web-based — you can log in anywhere,” Farahat said. “It’s very user friendly and very easy to navigate.”

Great Technology and an Even Better Partnership

For Farahat and the Spring Fertility team, the value of Azalea solutions extend beyond software and analytics functionality. Farahat emphasizes the importance of having a responsive team behind the technology.

“You can have a great system, but if you don’t have the right support and the right people, it’s difficult,” he said.

Since implementation in May 2020, Spring Fertility has collaborated with the Azalea team to help maximize the value of the platform.

“I think the biggest part is the collaboration with the team as well,” Farahat said. “There’s always going to be an issue. It’s software. Things happen. But having the right people helping you through it makes a big difference.”