



Revenue & Admissions Growth
Platform For Behavioral Health

Case Study:

Atlas Healthcare Group



atlashealthcaregroup.com



Los Angeles, CA



Sam Epstein, COO

Improvements after switching to Dazos:

\$1.5M

YoY Revenue Growth

+4%

Collection Rate

+7%

Alumni Readmission

How Dazos Transformed Patient Care and Revenue for Atlas Healthcare Group

In today's competitive landscape of behavioral health (BH) treatment, efficiency and clear communication are paramount. Atlas Healthcare Group, a Los Angeles-based provider offering a full spectrum of care from detox to outpatient programs, faced challenges with their existing CRM system. Integrations were cumbersome, hindering smooth workflows, and staff productivity was hampered by a less-than-intuitive interface.

This case study explores how Atlas Healthcare Group leveraged Dazos, a revenue and admissions growth platform, to not only streamline operations but also achieve significant revenue growth.



Challenges:

- **Inefficient CRM:** Their previous CRM lacked crucial features for behavioral healthcare and required extensive customization.
- **Integration Issues:** Integrating the prior CRM with their EMR and Google Ads involved multiple steps and delays.
- **Time Constraints:** In the behavioral health field, acting quickly on inquiries is crucial for potential patients seeking treatment.

Struggling to Connect: The Challenges of Disjointed Systems

Atlas Healthcare Group faced several roadblocks hindering their ability to deliver optimal care and achieve growth. Their existing CRM system, while functional, wasn't built specifically for the complexities of behavioral healthcare. Extensive customization was required to manage admissions, follow-up with past clients, and execute marketing campaigns. This created a cumbersome and inefficient system that demanded significant staff effort to maintain.

Integration with other crucial tools like their Electronic Medical Records (EMR) and Google Ads proved equally frustrating. The process involved multiple steps, often leading to delays and disrupting workflows. Perhaps most critical in the fast-paced world of behavioral health, their CRM wasn't optimized for speed.

Responding quickly to inquiries is vital for potential patients seeking treatment, but the existing system created delays, potentially hindering Atlas Healthcare Group's ability to capitalize on these crucial moments.

“

For Atlas, we knew exactly what we wanted in a customizable CRM. Dazos had everything we needed plus more.

- Sam Epstein, COO

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How Dazos Helped Atlas Group Overcome Challenges

Dazos CRM proved to be the perfect solution for Atlas Healthcare Group's specific needs. The user-friendly interface, built specifically for behavioral healthcare, streamlined operations significantly. Features designed for admissions, alumni outreach, and marketing campaigns were readily available, eliminating the need for cumbersome customizations. Seamless integrations with Atlas's existing EMR and Google Ads replaced the previous multi-step process with a smooth data flow, minimizing delays and maximizing staff productivity. Perhaps most importantly, Dazos' intuitive functionality allowed for faster response times to inquiries, leading to a noticeable increase in admissions and overall efficiency.

Beyond the quantifiable improvements, Dazos delivered a positive impact on staff morale. The easy-to-use interface with a shallow learning curve empowered staff and boosted confidence in their roles. This translates directly into improved patient care and a positive work environment.



Solution:

- **Streamlined Operations:** Dazos CRM offered a user-friendly interface with built-in features specifically designed for behavioral healthcare.
- **Seamless Integrations:** Dazos integrated effortlessly with Atlas's EMR and Google Ads, minimizing delays and ensuring smooth data flow.
- **Increased Efficiency:** Faster response times to inquiries due to Dazos' functionality led to a higher volume of admissions.

**“The functionality that I enjoy the most in Dazos is the ability to run smoothly. From taking the original phone call, the admission process, to its communication with our Google Ads, the flow is perfection.
- Sam Epstein, COO”**

Measurable Success: The Impact of Dazos

Atlas Healthcare Group's switch to Dazos yielded impressive results on multiple fronts. Dazos IQ, a comprehensive revenue cycle management tool, played a key role in boosting Atlas's bottom line. The system's robust claim flagging feature helped identify and address potential issues, leading to a significant **increase in collection rates by 3.5-4%**.

Dazos CRM's intuitive organization tools and detailed notation capabilities facilitated a remarkable **7% jump in alumni readmission rates**. This not only translates to improved patient outcomes but also translates directly to revenue growth. Atlas reported a substantial **increase of 1.5 million dollars since implementing Dazos**, highlighting the platform's positive financial impact.

Perhaps the most crucial benefit, however, was the reduction in lag time. Dazos' seamless integrations eliminated delays in communication, allowing Atlas to respond swiftly to inquiries and expedite the admissions process.

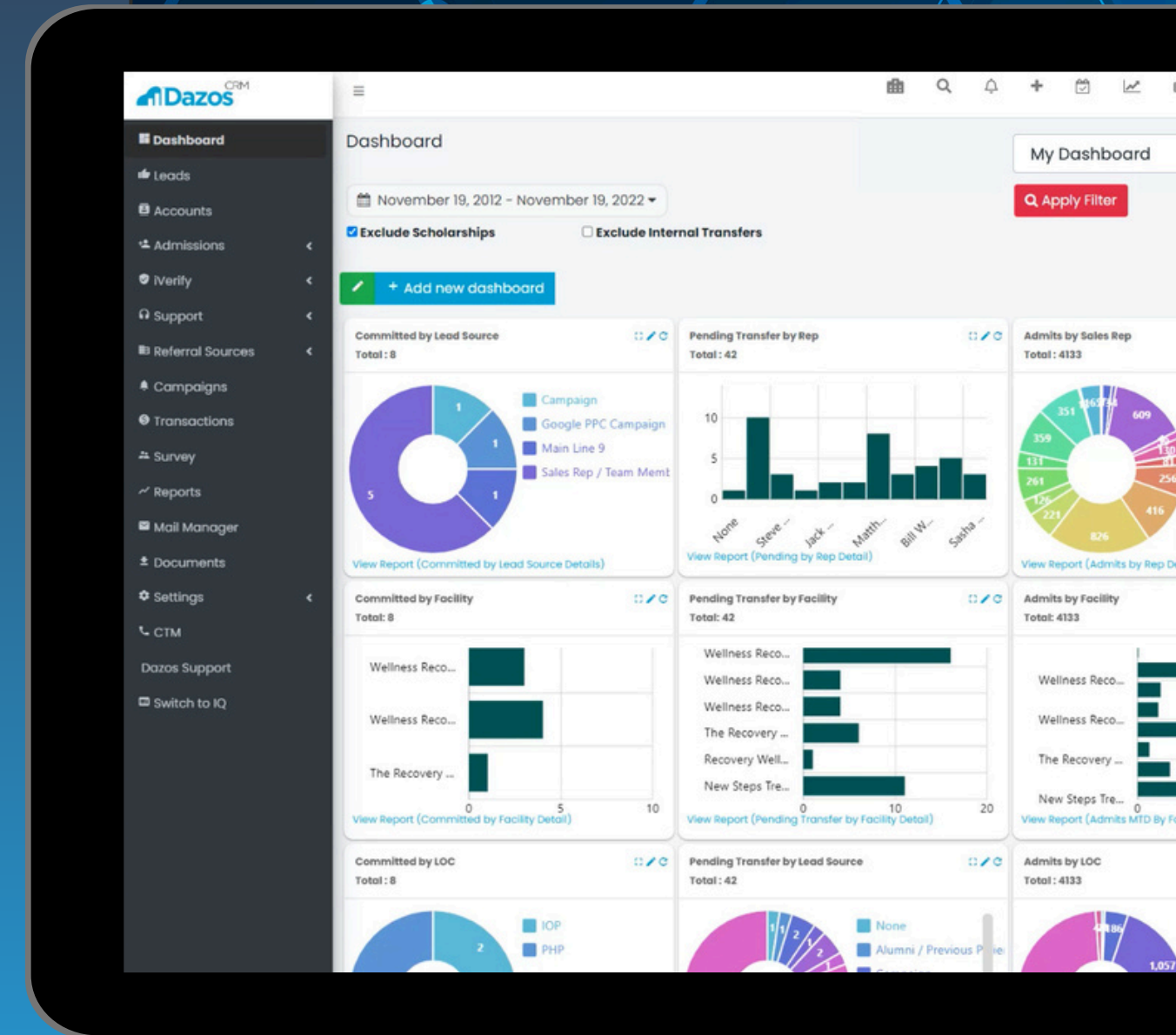
Results:

- **Improved Revenue Collection:** Dazos IQ's claim flagging feature helped Atlas increase their collection rate by 3.5-4%.
- **Enhanced Alumni Outreach:** Dazos CRM's organization and notation capabilities facilitated a 7% increase in alumni readmission rates. This translates to significant revenue gains for Atlas (1.5M since last year).
- **Reduced Lag Time:** Dazos' smooth integrations eliminated delays in communication, allowing Atlas to act swiftly on inquiries and admissions.



About Dazos

Dazos is the Revenue and Admissions Growth Platform for Behavioral Health, built by industry veterans. This all-in-one solution features an advanced CRM that seamlessly integrates with your EMR, streamlining workflows. Dazos iVerify revolutionizes admissions with instant insurance verification within the CRM, eliminating delays. Dazos IQ goes beyond billing with AI-powered analysis, uncovering hidden revenue and empowering smarter decisions. Dazos empowers growth - so you can focus on what matters most.



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www.dazos.com/demo