

Case Study:

Beyond Paper & Dictation

The Allergy Practice That Scaled with ModuleMD

Executive Summary: The ROI of Specialization

Richmond Allergy & Asthma Specialists (RAAS), a trusted Central Virginia practice, was constrained by outdated paper-based and fragmented systems. Facing increased patient volumes and a complex regulatory environment, traditional workflows were unsustainable.

By partnering with **ModuleMD** that specializes in allergy and immunology, RAAS achieved a rapid, human-centered digital transformation. The result? A clear, quantitative **Return on Investment (ROI)** across clinical, financial, and operational metrics.

Impact at a Glance

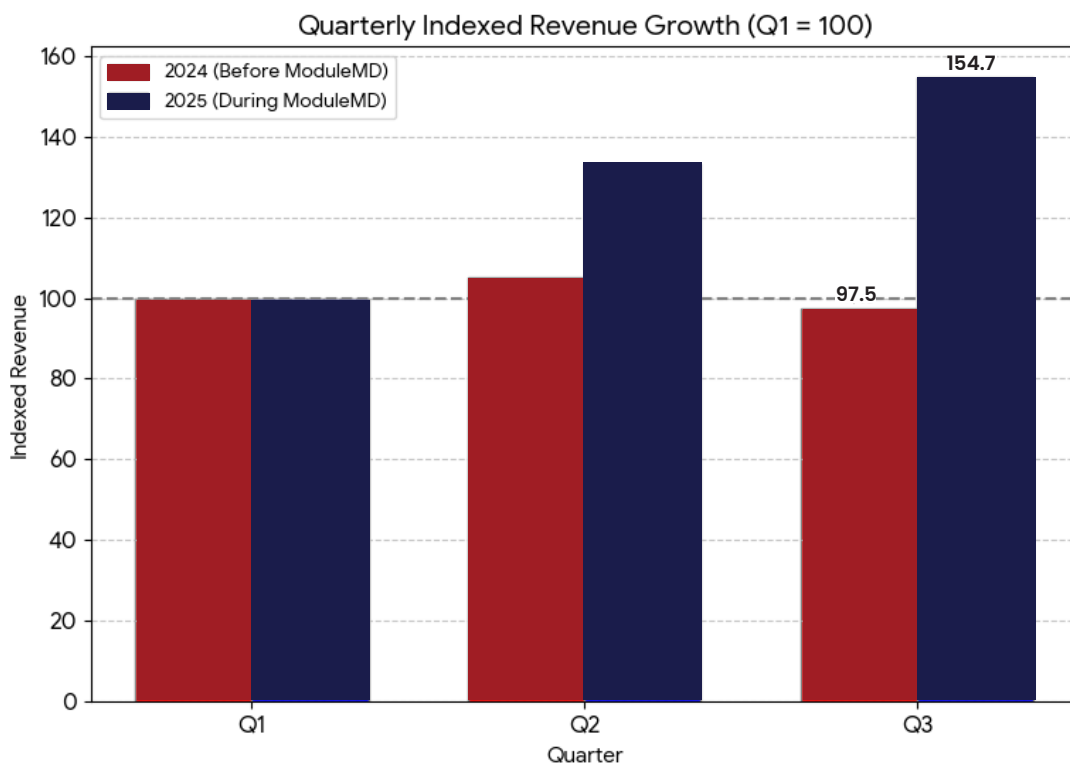
Metric	Pre-ModuleMD Status	Post-ModuleMD Result (August 2025)	Impact
Relative Revenue Performance	Traditional Workflow	Doubled within 8 months	Revenue Growth
Net Collection Rate (NCR)	Below Benchmark	94%	Accelerated Cash Flow
Clean Claim Rate (CCR)	Inconsistent	98% Accuracy	Reduced Denials/Resubmissions
Transcription Costs	Significant Overhead	60% Reduction	Operational Savings
Provider Documentation Friction	High	80% Reduction	Burnout Prevention

ModuleMD didn't just digitize RAAS; it created a **scalable, high-performance foundation** proven to significantly enhance both revenue and care delivery.

The Proof is in the Curve: Indexed Revenue Growth

The investment in a specialty-focused platform delivered immediate and powerful financial results. This chart is the single most compelling evidence of ModuleMD's value proposition.

Quarterly Performance: A New Foundation for Growth



To confirm that the revenue increase was sustainable and not just a short-term spike, we look at **indexed quarterly performance**. Setting Q1 revenue as the **100 baseline** for each year shows the clinic's ability to scale.

- **Before ModuleMD (2024):** Revenue trended downward after Q1, ending the 9-month period with Q3 revenue at **92.4%** of Q1, showing a failure to sustain momentum.
- **With ModuleMD (2025):** Revenue showed powerful, sustained growth, with Q3 revenue achieving **120.7%** of the Q1 baseline, confirming the creation of a **future-ready, scalable foundation** that supports aggressive expansion.

The Challenge: The Hidden Cost of "Familiar"

RAAS had a solid reputation but was trapped by outdated processes that undermined its growth potential:

- **Fragmentation:** Disconnected systems for documentation, billing, and scheduling led to manual workarounds, data errors, and delayed claims.
- **Provider Resistance:** Clinicians, accustomed to traditional dictation, were naturally skeptical of generic, typing-heavy Electronic Health Records (EHRs).
- **Scalability Block:** The paper-and-dictation workflow simply couldn't handle rising patient volumes or the addition of new providers without disproportionate increases in administrative overhead.

New leadership recognized that modernization was essential to preserve the quality of care and ensure long-term financial viability.

The Solution: An Allergy-Specialized, Human-Centered Partnership

RAAS chose ModuleMD for its deeply integrated, allergy-specialized platform. The transition was defined by a commitment to data accuracy and user adoption:

1. Tailored Technology for Allergy Workflows

- **Full Suite Deployment:** Unified EHR and Practice Management for seamless data flow from check-in to payment.
- **Allergy Configuration:** Custom workflows implemented for complex **allergy practice** procedures like **Allergen Immunotherapy (AIT)** and **Skin Testing**, ensuring clinical accuracy and compliance.
- **The Provider Bridge: JOSH AI Dictation:** ModuleMD's proprietary AI-powered dictation tool, JOSH, allowed providers to transition smoothly from traditional dictation to a structured EHR, reducing "**documentation friction**" instantly.

2. Strategic Support & Training

- **Hands-On Implementation:** Two weeks of intensive, on-site training for all departments (front desk, clinical, billing) to ensure proficiency across the entire suite.
- **Confidence Building:** RAAS staff visited another high-volume ModuleMD practice, allowing them to see the system in action and build confidence in the new workflows.
- **Infrastructure Optimization:** Strategic deployment of hardware (iPads, laptops, desktops) matched to specific workflow needs, removing barriers to point-of-care documentation.

The Impact: Quantitative Proof of ROI

The implementation drove immediate and sustained improvements, validating the choice of an **allergy-focused** partner.

Financial Performance Optimization

ModuleMD's expertise in charge capture and billing workflow directly translated to superior cash flow and the realized ROI:



Clean Claim Rate (CCR):

CCR consistently exceeded **97%**, reaching **98%** accuracy. This reflects a drastic reduction in clerical errors and a direct correlation with improved documentation.



Net Collection Rate (NCR):

NCR rose steadily, peaking at **94%** by August 2025. Higher CCR and streamlined billing processes ensured faster, more complete reimbursement.



Transcription Cost Savings:

The shift from outsourced dictation to the integrated JOSH AI tool yielded a massive **60% reduction in transcription costs**, a clear operational saving.

Operational Efficiency & Provider Engagement

ModuleMD's expertise in charge capture and billing workflow directly translated to superior cash flow and the realized ROI:



Documentation Friction:

80% of providers reported reduced friction during documentation, a critical metric for combating burnout and improving note quality. Even previously resistant providers comfortably adapted to JOSH.



Leadership Visibility:

Real-time dashboards transformed leadership's ability to monitor performance, fostering a truly **integrated team** environment across all departments.

Conclusion: A Future-Ready, Scalable Allergy Practice

Richmond Allergy & Asthma Specialists successfully navigated the complex path to modernization by choosing a partner that offered **allergy-specialized** expertise and a **human-centered approach**. They didn't just adopt technology; they optimized their business model.

The RAAS story is a blueprint for allergy and immunology practices looking to:

- 1 **Stop losing revenue** to fragmented billing and documentation errors.
- 2 **Overcome provider hesitancy** with intuitive, specialty-specific tools like JOSH AI.
- 3 **Establish a scalable foundation** that supports aggressive patient and provider growth.

Your allergy practice can replicate this success. Contact ModuleMD today to explore how our proven, data-driven platform can transform your efficiency, revenue, and clinical focus. **The ROI is in the data.**