

WEBINAR SUMMARY

Physician Perspectives: How Technology- Enabled CDI Improves Financial Health and Clinical Outcomes

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Introduction

Two physicians share insights on the critical role of technology-enabled clinical documentation improvement (CDI) in addressing today's most pressing revenue cycle management (RCM) challenges.

Learn more about the real-world benefits of implementing these programs — how they empower providers to improve financial and clinical outcomes while driving staff satisfaction and productivity.

Speakers



Dave Friedenson, MD, FACEP
Chief Medical Officer at
Omega Healthcare



Josh Miller, MD
President of Nebraska
Emergency Medicine



A Physician's Perspective: RCM Challenges

Providers are well aware of the increasing complexity of revenue cycle management (RCM) processes. Clinical and technical denials are on the rise, while staff shortages and underpayments undermine their organizations' operational and financial integrity.

These were the challenges Dr. Josh Miller and Nebraska Emergency Medicine were facing, along with:

- Labor-intensive **manual processes** (e.g., for monitoring financial performance, identifying documentation and coding issues, and managing denials).
- **Regulatory updates**, such as the 2023 emergency medicine documentation and coding guideline changes.
- **Workforce expansion**, onboarding, and effective provider education processes.
- Maintaining financial responsibility while **providing 24/7 high-quality patient care**.

For providers across the industry, addressing these pain points and mounting RCM pressures doesn't just demand technological advancements. It requires a shift in approach to clinical documentation improvement (CDI) — increasing precision by enabling collaboration, transparency, and data-driven decision-making.



"Where the rubber really met the road for us was in 2023 with the new coding and documentation guidelines we had to navigate. That was a challenge — ensuring clinicians were educated and provided appropriate feedback."

*- Dr. Josh Miller,
President of Nebraska
Emergency Medicine*



Real-World Impact of a Technology-Enabled CDI Program

Benefits and Success Factors at Nebraska Emergency Medicine

Nebraska Emergency Medicine knew they needed a solution for managing operational complexities, addressing unrealized potential, and improving financial and clinical outcomes.

They partnered with Omega Healthcare to implement a technology-enabled CDI solution tailored to their needs and integrated seamlessly into existing workflows. Speaking to the results, Dr. Miller identified several key benefits and success factors.

Efficiency Gains

- Replacing manual tracking (PDFs and spreadsheets) with automated tools and dashboards **cut issue resolution from months to weeks**.
- Integrating CDI tools directly into the EHR **minimized workflow disruptions**, allowing physicians to **access chart-specific and patient-level feedback** at the point of care, across specialties, and in the native workflow.

“What we hear from physicians is that if feedback is efficient, they’re happy to receive it. They’d love to receive it. But, they don’t want to take a lot of time to process it. Physicians are busy and want to focus on patient care, not superfluous tasks.”

- Dr. Dave Friedenson, Chief Medical Officer at Omega Healthcare

Real-Time Transparency

- Dashboards **visualized KPIs** (e.g., cash per visit, downcoded cases, and compliance trends), **providing critical insights** into issues like denial patterns and coding shifts and enabling quick intervention.
- Comparative performance data fostered accountability and **peer-to-peer feedback**, encouraging physicians to self-correct and improve.

“The transparency CDI dashboards provide fosters auto-correction. Physicians often self-adjust when they see how their performance compares to the group. And, that saves administrative time because you don’t need one-on-one conversations to address every issue.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Improved Financial and Clinical Outcomes

- **Data-backed insights** and continuous education helped clinicians understand the impact of accurate documentation on both patient care and financial outcomes.
- Strong documentation supported **successful appeals**, including addressing inappropriate Medicaid downcoding challenges.

“The documentation captured the acuity of the patients more effectively, so that when we had peer-to-peer conversations with the insurer, the strong documentation made it clear that their downcoding decisions weren’t justified.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

- Data-backed decisions enabled the group to **expand service lines**, such as observation care and bedside ultrasound.

“Having consistent access to data has allowed us to explore new service lines more confidently. It’s not just about seeing trends but understanding the specific impact of documentation on our group’s performance.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Proactive Problem-Solving

- Real-time identification of documentation gaps and payer trends accelerated corrective action, **reducing compliance and financial risks**.
- Dashboards highlighted subtle productivity

issues early, supporting timely interventions for struggling physicians.

“Dashboards that show performance patterns support early intervention. Sometimes, the first indication that a physician is struggling isn’t something obvious — it’s a subtle trend in their productivity.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Cultural Alignment and Strategic Growth

- Data transparency and actionable feedback fostered a **cultural shift toward accountability** and engagement.
- Trust was established through the validity of the data, allowing the organization to align goals and emphasize clear, structured decision-making processes.

“It’s amazing how transparency and objective data can create cultural shifts within a group. Everyone starts working toward shared goals, and it aligns the team’s focus.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine





Implementing a Technology-Enabled CDI Program: Practical Tips for Providers

Engage IT Early in the Process

Why It Matters

Successful integration requires focused collaboration with IT teams to ensure seamless deployment.

Key Tip

Involve IT early to address potential compatibility issues and avoid delays caused by competing priorities or project backlogs.

“The most important piece of advice I can give is to involve all stakeholders early, especially your IT team. They’ll play a crucial role in integrating the solution, and their input can help avoid delays or technical hurdles.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Prioritize Vendor Expertise and Support

Why It Matters

An RCM solution is only as effective as the team behind it. Responsive, knowledgeable support ensures challenges are addressed quickly and effectively.

Key Tip

Look for vendors who understand your clinical environment and can offer tailored solutions, providing personalized, first-name-basis support.

“Working with a vendor that understands the nuances of your field can make a huge difference. For emergency medicine, having a partner who knows the environment and the challenges we face has been invaluable.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Evaluate Deliverables and Scalability

Why It Matters

The best solutions provide clarity on deliverables and the ability to scale with organizational growth.

Key Tip

Request a clear outline of deliverables, including feedback timelines, compliance metrics, and pricing structures. Ensure the solution can adapt to new services.

Focus on Transparency and Education

Why It Matters

Transparent data-sharing builds trust and ensures alignment between physicians, leadership, and coders.

Key Tip

Choose a solution that offers comparative dashboards, peer-to-peer feedback, and ongoing education to support continuous improvement.

“Transparency is key. When everyone has access to the same data, it creates a foundation for better communication and decision-making. It also ensures that clinicians understand the importance of accurate documentation — not just for compliance but for improving care delivery.”

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Ensure Compliance and Adaptability

Why It Matters

Regulations and payer requirements are constantly evolving. An adaptable RCM solution helps your organization stay ahead of compliance challenges.

Key Tip

Assess the vendor’s ability to monitor regulatory changes and provide guidance on adapting documentation practices accordingly.





A Physician's Advice: Collaboration is Key

By providing actionable insights, automating manual processes, and aligning teams with clear, objective data, comprehensive technology-enabled CDI programs empower providers to focus on what matters most: delivering high-quality patient care.

But, implementing a CDI program isn't just about leveraging technology — it's about fostering a culture of collaboration. The right partner can help.

"It's vital to have a strong partner on the revenue cycle side. Working with Omega Healthcare's knowledgeable and responsive teams has been a major factor in our success."

- Dr. Josh Miller, President of Nebraska Emergency Medicine

Nebraska Emergency Medicine's achievements highlight the transformative impact of a strategic, partnership-driven approach to CDI — ensuring provider organizations are equipped to navigate evolving challenges, maintain compliance, and ultimately improve both financial and clinical performance.



We meet you where you are.

Learn more about how partnering with Omega Healthcare can empower your organization with the responsiveness, transparency, and data-driven insights needed to ensure your RCM solution delivers meaningful results.



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