



## Press Release

### Apollo's Enterprise Imaging Platform Provides Strategy for POCUS Reimbursement Claims Documentation

*arcc® v10.5, Apollo's newest version of their Enterprise Imaging platform, provides encounters-based workflow for point of care ultrasound (POCUS) to aid reimbursement claims documentation*

**Tysons, VA** – November 17, 2021 –Today Apollo, the leading provider of enterprise imaging and clinical multimedia management solutions, announced that its enterprise imaging solution, **arcc®**, is currently in use at customer sites to support point of care ultrasound (POCUS) workflows. Customers are using encounters-based workflows for POCUS, previously only an orders-based process, to enable POCUS procedure reimbursements as a revenue stream.

The Apollo Repository for Clinical Content, **arcc**, provides a new strategy for:

- Managing POCUS imaging with an encounters-based workflow
- Centralizing the images in the patient record
- Improving documentation for reimbursement claims of the POCUS procedures

“Apollo's Enterprise Imaging solution, **arcc**, enables more flexible image acquisition workflows – ensuring proper imaging documentation for health systems to request reimbursement for these POCUS procedures from payors,” said Apollo CEO Mark Newburger. “Traditionally POCUS imaging is conducted and reviewed, but generally not saved. POCUS and other encounter-based imaging can be documented using **arcc**. This enables improved imaging documentation, creating a new revenue stream by allowing you to bill for POCUS procedures.”

Much of the traditional ultrasound imaging is conducted in an orders-based system. However, many departments working under different scheduling criteria are using encounters-based workflows and cannot always wait for an order to be created or processed. Using **arcc** as part of the POCUS process streamlines the image capture and patient care process, while improving documentation for reimbursement claims. There is no need to wait for an order – imaging can occur immediately during care. This can save physicians' time, reduce steps during the care process and provide efficiency gains

for the staff. In addition, the imaging becomes part of the patient's record, builds toward a portfolio of patient images, centralizing image storage, and contributes to the hospital revenue stream by allowing you to bill for POCUS procedures through reimbursement claims.

The Apollo Repository for Clinical Content, **arcc**, is an Enterprise Imaging platform which enables clinicians to deliver positive care outcomes in a more efficient manner by centrally and securely managing clinical images and their associated metadata. Physician efficiency is created with these flexible workflows – so you don't have to change the way you work or stop what you're doing during patient care to create an order and then take the images.

### **About Apollo**

Apollo is a healthcare IT company with a reputation for delivering quality Enterprise Imaging solutions that address both clinical multimedia workflow management needs and vendor neutral storage requirements. Apollo's Enterprise Imaging solution, **arcc**, provides a holistic longitudinal view of all patient data and focuses on clinical workflows, interoperability, and connectivity so that every department throughout the entire enterprise can acquire, view, manage, store, and securely access all clinical content. **arcc** is the industry's only mature enterprise imaging solution that provides direct device integration, clinical content management, reporting, workflows, and modules for 45 specialty-specific departments throughout the health system. Used successfully in hospitals across the United States and Canada for 28 years. Visit <https://www.apolloei.com/>.

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