CERTIFY Health
for OB-GYN
PRACTICE

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A 12-Week Unified Tech Adoption Framework

Intake Messaging Scheduling Revenue Cycle Interoperability

Connects:
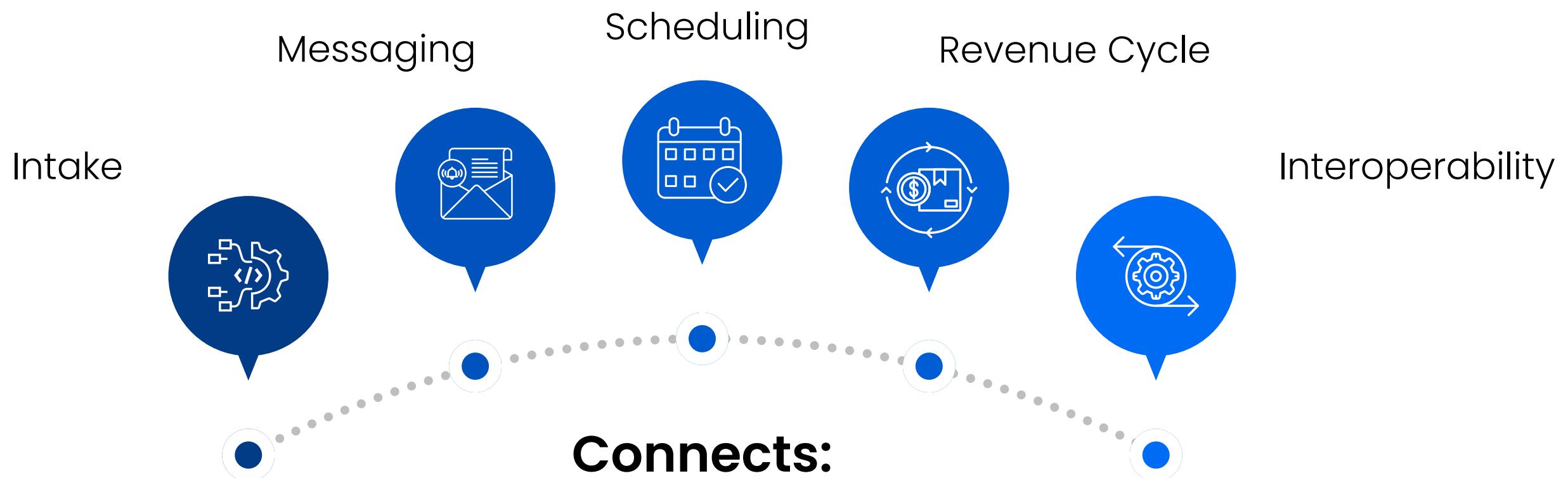
Works alongside **100+ EHRs, PMS, billing, and lab systems.**

What It Solves for OB-GYN

➡ **15–25** staff hours reclaimed weekly

➡ **20–30%** scheduling performance lift

➡ **25–35%** no-show reduction

➡ **$25–$181** saved per denied claim

➡ Measurable cash acceleration in **30–60** days

The Adoption Model: TAM + CFIR in Action

Technology Adoption Model (TAM)

Make it useful. Make it easy. Adoption follows.

CFIR Framework

Align internal teams, payer rules, and specialty workflows.

CERTIFY delivers structured early wins in **12 weeks**, not 12 months.

The 4-Phase Acceleration Blueprint

① Align & Assess (Weeks 1–2)

- Form OB-GYN core squad (clinical + billing + access)
- Baseline no-shows, denials, intake aps, surge days

② Activate Patient Access (Weeks 3–6)

- OCR + digital intake → EHR synced
- Real-time eligibility + digital consents
- AI-assisted documentation
- Self-scheduling + automated reminders
- Two-way secure messaging

③ Unlock Revenue (Weeks 7–9)

- Text-to-Pay + AutoPay
- Real-time claim tracking
- Denial alert dashboards
- Prior auth safeguards

Early Wins:

Clean claim rate	⬆
Point-of-service collections	⬆
A/R aging	⬇
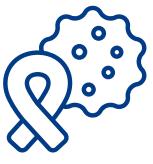
④ Scale & Optimize (Weeks 10–12)

- Executive dashboards
- Real-time KPIs
- Patient experience tracking (PXI)
- Full-stack workflow validation

Outcome: Sustainable, measurable operational lift.

SPECIALTY-SMART EXECUTION

Built for Every OB-GYN Setting

MFM / High-Risk OB

- Risk flags auto-populate from intake
- Real-time authorization tracking
- Priority waitlists for urgent consults

REI / Fertility

- Cycle-based intake + billing sync
- Insurance verification automation
- Retrieval-to-transfer timeline dashboards

Gynecologic Oncology

- Chemo authorization protection
- Infusion billing safeguards
- Post-treatment follow-up automation

FPMRS / Urogynecology

- Pelvic procedure consent digitization
- Surgical block auto-fill
- Modifier & CPT validation alerts

Pediatric / Adolescent GYN

- Guardian e-consents
- Family-focused reminders
- Minor compliance safeguards

Hospitalists / OB ER

- Rapid eligibility at registration
- Shift-based documentation efficiency
- Surge communication automation

What Success Looks Like by Week 12

➡️ Paper intake eliminated in priority areas

➡️ Digital consents replacing manual workflows

➡️ No-show rates measurably reduced

➡️ Clean claim rate trending upward

➡️ Real-time executive visibility

➡️ Teams confident, aligned, and less burned out

The Bottom Line

CERTIFY Health doesn't add more tech.

It removes friction across OB-GYN care delivery.

From solo menopause clinics to MFM-heavy academic hospitals —

- Adoption becomes structured.
- Revenue becomes predictable.
- Operations become synchronized.

See Where Your OB-GYN Workflow Is Breaking — And How to Fix It.

Book A Demo