

## CASE STUDY

# Completing a Revenue-Generating Ecosystem for Behavioral Healthcare

## THE CLIENT

A leading behavioral health-focused EHR provider serving a growing network of specialty care organizations sought to expand its platform capabilities and deliver more value to its clients. With a strong footprint in clinical documentation and practice management, the organization identified an opportunity to offer integrated billing services - without building a solution from scratch. To achieve this, they partnered with ImaginePeregrine to deliver a seamless, white-labeled billing solution that could be embedded directly into their existing ecosystem.

## THE CHALLENGE

➤ *Seamlessly completing the RCM ecosystem*

As the behavioral health market continues to evolve, providers are demanding more comprehensive, end-to-end solutions from their technology partners. The EHR provider faced several key challenges:



### Incomplete product offering

Clients needed integrated billing capabilities, but the platform lacked a native solution



### Time-to-market pressure

Building an in-house billing system would require significant time, cost, and resources



### Client retention & growth risk

Without billing, clients were turning to third-party vendors, fragmenting workflows



### Revenue opportunity gap

The organization was missing out on a key value-added service line

They needed a solution that could be deployed quickly, integrate seamlessly, and elevate their product without disrupting their core platform.



*"This move was more than a product decision; it was a strategic shift in how we support our clients."*



## BUSINESS SNAPSHOT



### HQ

Miami, Florida



### 2015

Year founded



### 160K+

Practitioners using platform daily



### FOCUS

Behavioral health, substance use disorder (SUD), and mental health treatment centers



### REACH

Nationwide client-base



*"It wasn't just about filling a gap - it was about creating a more competitive and differentiated offering."*



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## THE SOLUTION

➤ *ImaginePeregrine*



ImaginePeregrine provided a fully integrated, white-label billing solution designed to extend the EHR provider's capabilities while maintaining a consistent client experience.

### Key elements of the solution include:

White-labeled integration - A seamless extension of the existing platform, allowing clients to access billing services without leaving their core system

Rapid deployment - Implementation without the need for internal development, accelerating time-to-market

Specialty-aligned expertise - Deep experience in healthcare billing, ensuring alignment with complex reimbursement requirements

Scalable infrastructure - Designed to support growth across a diverse and expanding client base

Collaborative partnership model - Close alignment between teams, enabling continuous improvement and shared success

Beyond technology, the partnership was defined by ease of collaboration, responsiveness, and a shared commitment to client outcomes - creating a relationship that felt less like a vendor engagement and more like an extension of the team.

## THE RESULTS



Since integrating ImaginePeregrine as a white-label billing solution, the organization has achieved meaningful business and client impact.



“We see this collaboration as a foundation for continued innovation and expansion.”



### Expanded product offering

*Successfully introduced integrated billing services to their client base*

### Client growth

*34+ clients leveraging the billing solution*

### New revenue generation

*Over \$20M in posted payments tied to client utilization*

### Increased client retention

*Reduced reliance on external billing vendors and improved platform stickiness*

### Improved operational efficiency

*Streamlined workflows by consolidating clinical and financial operations*

### Faster time-to-value

*Delivered a fully functional billing solution without the delays of internal development*

## THE TAKEWAYS

➤ *Looking Ahead*



With a strong foundation in place, the partnership continues to evolve - unlocking new opportunities to enhance the platform, support clients, and drive long-term value.



[imagineperegrine.com](http://imagineperegrine.com) | [imagine.team](http://imagine.team)

➤ *Interested in transitioning your RCM software?*

**Let's Chat.**