



"Their guidance has helped us seamlessly incorporate new services while improving overall efficiency."

## Contact Us

1458 Whatley Dr.  
Dothan, AL 36303  
(334)671-9445

[estrogenicamso.com](http://estrogenicamso.com)

*Estrogenica*  
HEALTH 360  
Your MSO Experts

# Basic Services

- **RCM** – Comprehensive support from coding to claims management, patient billing, and collections to optimize financial performance.
- **EHR** – Cloud-based and customizable electronic health record access with full technical support.
- **Financial Management** – Payroll processing with structured scheduling, tax filings, and compliance oversight to ensure accuracy and efficiency.
- **HR** – Development of essential HR materials, including employee handbooks and performance evaluation templates.
- **Practice Management** – Ongoing operational reviews focused on scheduling, patient flow, and staff performance to enhance efficiency.

---

## À La Carte Basic Services

Essential practice support services designed to streamline operations, enhance efficiency, and support growth.

---



- **Co-Branding Services** – Access to branding support, including logo usage, marketing materials, and brand alignment strategies.
- **Credentialing** – Assistance with payer credentialing and compliance to streamline reimbursement processes.
- **Marketing** – Strategic consultation to identify growth opportunities and strengthen market presence.
- **Social Media** – Periodic custom content creation and scheduled posting to maintain an active digital presence.

# Enhanced Services

- **RCM** – Comprehensive revenue cycle management, covering coding, claims processing, patient billing, and collections to enhance financial efficiency.
- **EHR** – Cloud-based and customizable electronic health records with full technical support for seamless integration.
- **Financial Management** – Oversight of payroll, financial reporting, and periodic discussions on performance trends to support strategic decision-making.
- **HR** – Development of essential HR materials, including employee handbooks, evaluation templates, and onboarding protocols, with ongoing compliance support.

---

## À La Carte Enhanced Services

Comprehensive solutions with strategic support, advanced marketing, and financial insights for a competitive edge.

---



- **Practice Management** – Regular operational assessments with insights on scheduling, productivity, and patient experience improvements to streamline workflow.
- **Co-Branding Services** – Access to branding assets, marketing materials, website management, and collaborative marketing initiatives to enhance visibility.
- **Credentialing** – Assistance with payer credentialing and compliance to optimize reimbursement opportunities.
- **Marketing** – Strategic consultation, SEO planning, ad placement, and performance tracking to strengthen market positioning.
- **Social Media** – Periodic custom content creation, scheduled postings, and targeted lead-generation ads to maintain engagement and growth.