



## Case Study: Trumbull Laboratories, LLC The Gold Standard® & Cortex Medical Billing

**The Client**—Trumbull Laboratories located in Memphis, TN (founded by Pathology Group of the MidSouth)

**The Director**—Norman Hill, Executive Director

**The Lab**—An independently-operated Anatomic Lab, Trumbull Laboratories was founded in 1998 and its roots (Pathology Group of the MidSouth) go back more than 50 years in the Volunteer State. With 13 full-time pathologists and an additional 90 medical technicians and support staff, Trumbull handles close to 150,000 specimens annually.

**The Lab's Clients**—In addition to providing services to hundreds of small-to medium-sized physicians and clinics, Trumbull Laboratories is the leading pathology lab that contracts with Memphis' large and complex Baptist Health Services – an integrated health services delivery system that operates more than two-dozen medical facilities (including four hospitals) in the Memphis region. Trumbull also contracts with at least a half-dozen outpatient surgery centers in the MidSouth.

**The Software Decision**—Trumbull Labs chose The Gold Standard® by Cortex, plus five software modules produced by the Seattle-based Cortex: Cytology, Histology, Imaging, Medical Billing and Web Report Delivery.

The Trumbull contract with Cortex was signed during the spring of 2003,

following an extensive review process and "Request for Proposals" that allowed Trumbull Labs to consider five national companies. The review team from Trumbull invited the vendors to meet with them in Memphis and asked for a thorough demonstration of the vendors' software.

**Why did Trumbull Select Cortex?**—Here's what Norman Hill, the Executive Director of Trumbull Labs said: "***There were several reasons we chose Cortex.*** Number one, they had a great product devoted to pathology; two, we were favorably impressed with the pricing offered by Cortex, and three, with Cortex we get an excellent billing module that saves us from many hours of double-entry and database management."

"It was also critical that the selected software interface with the Baptist Health's systems software vendor – in this case Cerner. Not only could Cortex provide such a capability, but they had experience doing the same interface for previous clients," said Hill. "It was pretty clear after our first meeting that the ***Cortex products addressed all of Trumbull's major concerns.***"

**Implementation and Training. Did it happen the way it was promised?**—

"We signed our contract with Cortex and we were up and running within five months and two weeks. The planning, implementation, training and 'go-live' exceeded our expectations," said Hill.

"You know, I love Seattle, but I was hesitant with one of Cortex's requirements – that the key players from Trumbull spend several days at the Cortex corporate office for product orientation and training. It did not take long, at all, for me to see the advantages of having the two groups – client and vendor – meet in this manner," Hill said.

**Maintenance and Ongoing Customer Support.**—"We have found every one of Cortex's employees to be extremely competent professionals who get the work done. We are very happy with the customer relations team, with our access to company personnel and with the level of support that we receive."

**It's 18-plus months after 'go-live' with Cortex. What is Trumbull's opinion now?**—Several thoughts come to the mind of Trumbull's Executive Director:

"The Cortex Gold Standard® and the five software modules that we have from Cortex are **flexible and powerful**. I can pull up billing data on the fly, I don't get the run-around when one vendor is played off another vendor, our reports are now customized for each of our own customers, and our **turn-around time is substantially reduced**."

**"We use Cortex's bells and whistles to meet our needs and our clinicians' needs."**

"With The Gold Standard®, we enter patient demographic information once, and only once. This means we are better able to produce a clean claim and a clean bill."

"Since installing Cortex software, our **accounts receivables have been greatly reduced**. We have a far better handle on our financial lifeline than ever before. Simply put, we are able to extract financial and billing information out of the system much earlier in the process."

## Contact Information

If you are in the MidSouth and looking for an outstanding pathology group, here's what you should know about Trumbull Laboratories, LLC:

The College of American Pathologists' recent on-site inspection resulted in "no deficiencies and no recommendations" – a flawless report card that is rare for the national association to award.

Trumbull Laboratories, LLC,  
6046 Knight Arnold Rd Ext  
Memphis, TN 38115  
(901) 542-6800

For more information about Cortex, visit the Cortex Web site at [www.cortexmed.com](http://www.cortexmed.com) or visit us by telephone or in-person in beautiful, downtown Seattle.



**Cortex Medical  
Management Systems, Inc.**  
2107 Elliott Avenue, Suite 201  
Seattle, WA 98121  
206-812-6981  
Fax: 206-812-6987  
Sales: 800-278-4645  
[info@cortexmed.com](mailto:info@cortexmed.com)