



## Bergen Neurology Consultants Uses MemoryMD's EEG Solutions to Streamline Their Practice and Recoup Revenue.

### About Bergen Neurology Consultants

Bergen Neurology Consultants is Bergen County's premiere provider of neurological care. The practice is comprised of seven board-certified neurologists with broad experience diagnosing and treating a wide range of neurological disorders such as epilepsy, stroke, Alzheimer's disease, Parkinson's disease, neuropathies, multiple sclerosis, and headache. As one of the region's leading providers of clinical electrophysiology and electrodiagnostic medicine Bergen Neurology provides a wide range of electromyography (EMG) and electroencephalography (EEG) services.

### **“Up to 25% of people who have a normal (non-diagnostic) routine EEG exhibit epileptiform activity on a subsequent ambulatory EEG”.**

As a modern neurology practice, ambulatory EEG is an integral part of Bergen Neurology's services. Ambulatory EEG is a way of collecting constant EEG readings over an extended period, usually 24–72 hours. Patients wear the ambulatory device as they work, live, and sleep. Since seizure and other abnormal brain activity is largely unpredictable, the great advantage of ambulatory EEG is that is

more likely to capture an event than routine, in-office, EEG. It simply collects tracings over a longer period of time. In short, why take a snapshot (routine EEG) when you can take a video (ambulatory EEG)?

Unfortunately, strict Medicare regulations were keeping Bergen Neurology Consultants from getting the reimbursements they were owed.

## Problem

Because of the obvious advantages of ambulatory EEG, Bergen Neurology built their practice around ambulatory EEG without core EEG facilities in their offices. The problem with this approach is that Medicare and certain third-party insurers insist that patients have a routine, in-office EEG before they can have an ambulatory EEG. In other words, for ambulatory EEG to be “medically necessary” and reimbursable, symptomatic patients must have had a non-diagnostic or inconclusive EEG. Because Bergen Neurology did not have traditional in-office EEG facilities, the practice was losing money on every ambulatory EEG they performed.

### Common EEG Caps

Reusable EEG headsets must be sterilized after each use. There is a risk of infection carrying major patient-care and cost implications.

Too much washing can cause electrode sensor deterioration, resulting in flawed EEGs.

With common EEG sets, EEG technicians have to manually approve electrode one-by-one, spending approximately 30-45 minutes just to start the test.

EEG professional are required to apply the electrodes, which is time-consuming and costly.

### MemoryMD NeuroCap™ solution

A disposable NeuroEEG™ is only used once. This is safe, comfortable and sanitary with no cleaning and scrubbing.

There is no risk of a flawed EEG. All contact points between the scalp and electrode sensors are pre-gelled, thus goof-proof.

No special preparation needed because NeuroCap™ electrodes are pre-fixed and pre-gelled. It takes less than 5 minutes to start the test.

Quick and simple to set up. Clinical staff of any level can do it, and it can be used anywhere in healthcare facilities.

## Solution

MemoryMD provided a compact, easy-to-use EEG technology that allowed Bergen Neurology to begin offering routine EEGs within a week.

The core components of MemoryMD’s solution are the NeuroCap™ and NeuroEEG™. NeuroCap™ is a flexible, disposable, pre-gelled cap with fully integrated EEG electrodes. The cap is used with NeuroEEG™, a miniature EEG amplifier roughly the size of a deck of playing card.

### Common EEG Devices

The equipment for an electroencephalogram (EEG) assessment is large, clunky, expensive and non-wireless.

EEG professionals are required to run the test.

EEG Software is complicated and overwhelming and takes time for training.

With average preparation time of 30–45 minutes, EEG tests in general run more than 60 minutes.

### MemoryMD NeuroEEG™ solution

NeuroEEG™ is a portable miniature device that can be easily deployed across any type of healthcare facilities.

Easy setup of NeuroEEG™ solution let clinical staff of any level run the EEG test.

User-friendly intuitive NeuroEEG Software™ requires minimal training.

Quick and simple to put in place. With pre-gelled and pre-fixed NeuroCap™, setup takes less than 5 minutes, and EEG tests last less than 25 minutes.

## Validation

Adding a new service to a professional medical practice is an important decision. Before Bergen Neurology committed to MemoryMD, they needed to ensure that the NeuroEEG™ and NeuroCap™ devices were accurate, consistent, and reliable. Dr. Kirk Levy, an epileptologist at Bergen Neurology Consultants and one of the top neurologists in Bergen County and New York area, put the devices through their paces until he was satisfied they would provide the results the practice needed.



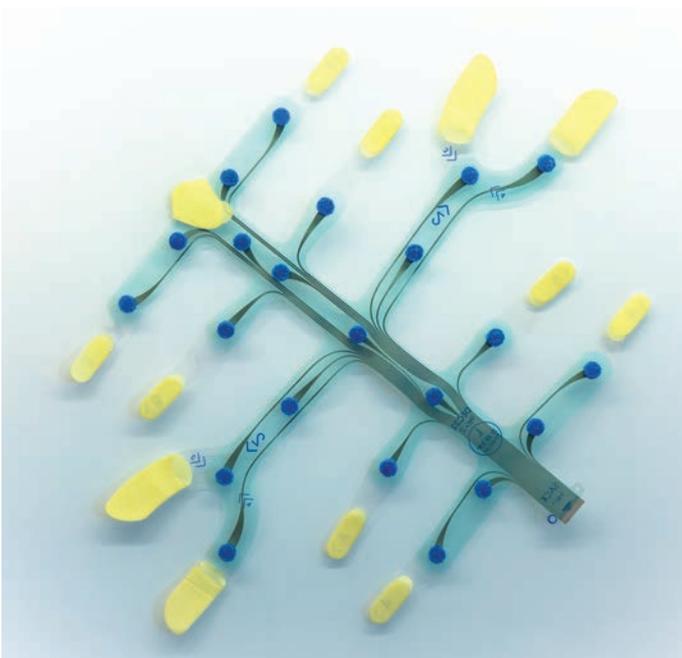
### Dr. Kirk Levy

An epileptologist at Bergen Neurology Consultants

*"MemoryMD's NeuroCap EEG system is a wonderful product that makes it convenient to perform in-office EEG testing. The company's staff and support are excellent! They are a pleasure to work with."*

## Custom Care

While MemoryMD's EEG solutions were intuitive and straightforward to use, Bergen Neurology did not have an established protocol for in-office, routine EEG. MemoryMD's team worked with the neurologists to develop a valid and reliable EEG protocol that was suitable for clinical diagnostic purposes. The experts at MemoryMD created a custom solution for Bergen Neurology, allowing them to add a completely new service to their practice purview.





**Medicare CPT codes  
(95816 and 95819)  
have increased by 35%  
over the past two years**



**Your revenue for  
100 EEG tests.**

### Minimal Training Required

To demonstrate how quickly and easily MemoryMD products could be deployed in clinical practice, MemoryMD asked one of the medical assistants who has no special training before to apply NeuroCap™ and connect the NeuroEEG™ system using the directions provided and under the supervision of Dr. Kirk Levy. Within minutes, the device was delivering high-quality, accurate EEG readings according to Dr. Kirk Levy, an epileptologist at Bergen Neurology Consultants.

MemoryMD subsequently showed that with one hour of training, all six of Bergen’s medical assistants could not only setup and use NeuroCap™ and NeuroEEG™, but also follow the custom clinical protocol for the practice. Medical assistants who were generally tasked with patient scheduling and administrative duties were now flawlessly administering routine EEG in the clinical offices under the direction of Bergen physicians.

### Improved Patient Care

The medical staff at Bergen Neurology Consultants were able to deliver quality patient care with minimal training. Staff can be fully trained in-office EEG protocols in under an hour. Over the course of 100 tests, Bergen Neurology became very efficient in test administration. Since Bergen suddenly had a large number of staff that could reliably administer EEGs, they expanded the days they could obtain EEGs. At the same time, they decreased the amount of time it took to obtain them. One-hour patient blocks were reduced to 40 minutes for resting EEG tests — a 33% reduction in clinic time. This translates into a higher revenue margin for the practice.

### Increased Reimbursement

Dr. Levy and the neurologists at Bergen had been extremely successful in performing routine EEGs with NeuroCaps™ and NeuroEEGs™. They could detect epileptiform activity in the office setting, but could also send patients out on ambulatory EEG for longer-term monitoring. Since they routinely ran in-office routine EEGs (using NeuroCaps and NeuroEEGs) prior to ambulatory tests, Bergen Neurology Consultants consistently received full reimbursement for ambulatory EEGs.

CPT	Description	Reimbursement
95816	Routine 20–40 min   Awake and Drowsy EEG	\$427.78
95819	Routine 20–40 min   Awake and Sleep EEG	\$491.57