

Maximize Revenue and Streamline In-Network Billing with iMaxX

iMaxX is a new feature embedded within the OrthoFi platform that allows practices to boost production by maximizing carrier allowances and reducing in-network discounts. iMaxX itemizes orthodontic treatment for in-network patients, optimizing billing and enhancing revenue potential.

How iMaxX Works

iMaxX integrates seamlessly into your workflows, optimizing in-network contracts to maximize revenue by minimizing in-network discounts. Here's how it works:



Recommend Tx

Start by recommending treatment for an iMaxX-eligible, in-network contract with verified eligibility.*



Select Procedures

iMaxX reviews the additional costs offered and identifies those eligible for itemization or upcharges under network agreements, allowing the user to select the relevant options.



Billing Optimization

iMaxX then optimizes the proposed treatment contract by reducing the in-network discount.



Claim Form Updated

After the patient agrees to the optimized treatment plan, iMaxX creates the claim form reflecting the optimized billing, ensuring accuracy and maximum revenue potential for the practice.

Key Features & Benefits

- **Maximize Revenue:** Unlock hidden revenue opportunities and boost your case fees by up to \$70,000* annually per practice, without requiring additional patient starts.
- **Save Time:** Streamline your workflows with a simple, repeatable, and user-friendly process that eliminates the need for specialized knowledge or manual adjustments.
- **Peace of Mind:** Stay compliant with the latest carrier rules while minimizing claims issues. iMaxX keeps your practice ahead of the curve, reducing errors and providing confidence in your billing.

Cost & Participation Options

- **No Additional Cost:** iMaxX is included in your OrthoFi subscription. There are no fees or hidden charges to use this tool.
- **Opt-Out Option:** Participation in iMaxX is optional. To opt-out, please contact your OrthoSuccess Manager or email support@orthofi.com.

*iMaxX is available only for select in-network insurance relationships, and itemization opportunities may vary depending on the carrier.

**ROI estimates are based on the average benefit from analyzing in-network claims across major PPO carriers, representing approximately 90% of in-network claims across OrthoFi's 1,000+ practice locations. Due to variations in carrier rules and discounting practices, individual results may vary.