



# Billing Advantage

Successfully Serving Hundreds of Providers with One Solution

Billing Service

Rick Kaufman did not start off in the medical billing business, but you wouldn't know that judging by the success of his company, [Billing Advantage](#). Established in 2004, Billing Advantage has 110 practices with more than 200 providers in 26 states and bills an average of \$1.2 million each month on behalf of its practitioners.

The company actually began as an offshoot of Psychotherapy Associates, a mental health practice with 19 therapists founded in 1990 by Rick and his partner, Donna Whipple. The two are both psychotherapists who continue to see patients every week.

## Challenge

When Rick and Donna decided to start Billing Advantage it was because they knew mental health billing, a particularly unique area of medical billing. "We established the billing service as a way to generate more revenue so that we could offer health insurance to our therapists," says Rick, CEO of Billing Advantage. "At first, we mostly handled other therapists that we knew. But then we started getting referrals from them and began adding new clients. We now provide general medical billing services for a wide range of specialties."

The company soon outgrew the billing software they were using, which Rick had developed. He found he was spending more time maintaining the software than managing the firm's growth. He knew he needed a better solution.

## Solutions

After looking at several other billing software options, Rick chose Kareo. As a software developer, biller, and clinician, he was in a unique position to evaluate the different products on the market. He felt that Kareo was, hands down, the best available software to get the job done. Ten years later, he still feels it was the right choice.

"Kareo had the best range of services and seemed the ideal fit for a medical billing company," he notes. It offered features that streamlined billing and provided cost efficiencies, making it a great solution to manage billing for practices of all sizes.

These cost efficiencies, along with the system's flexibility, have allowed Billing Advantage to focus on growth and provide a cost-effective solution for their customers.

## KAREO SOLUTION



Kareo Clinical



Kareo Billing



"We have **greater peace of mind**, we provide a **better service**, and it's helped us financially. Since we went with Kareo, we have **grown our revenue by 130%**."

“We are able to charge a one-time set-up fee and then 5-7% of collections, which is pretty affordable for most practices,” explains Kathi Crook, Chief Operating Officer (COO) at Billing Advantage. “However, practices can save some money by entering their own data, which is easy in Kareo.”

Practices can also save time and money and improve billing by using one of the EHRs that integrate with Kareo Billing. ““We have customers on Kareo who get an EHR and do their own superbills. It saves them time and reduces potential mistakes,” Kathi adds.

Tasks like electronic claims submission are totally integrated in Kareo says Rick. “It greatly streamlines the claims submission process and makes it less likely that problems will get missed.” As a result, Kareo has allowed Billing Advantage to move the focus away from the software and towards customer service to grow their business.

In addition to adding Kathi as the COO, they have increased staff to 12 billers. They have added services like credentialing and pre-authorization. There are also established benchmarks for all customers that must be met.

“To ensure a quality experience for our practices, we have some metrics we use to monitor and goal set for our staff,” explains Kathi. “These include: only 10% of A/R over 60 days, which we watch pretty closely to look for trends that signal a problem; all claims out within 48 hours; and denials worked within 7 days from receiving the ERA/EOB.”

These goals help ensure the same quality experience for every customer. In addition, they always respond to inquiries within two hours. “We get back to the customer quickly even if it is just to say, ‘we have to call you back again later,’” says Kathi. “We work hard to provide a positive experience, and it seems to be working. We don’t lose customers because they are unhappy, and we get a lot of referrals from our current practices.”



**110**  
practices



**200+**  
providers



**26**  
states



**\$1.2M**  
billed/month



**130%**  
increased revenue

## Conclusion

Rick appreciates that Kareo provides the same level of high-quality customer service to Billing Advantage that they provide to their customers. “I’ve always found Kareo’s team to be outstanding and very responsive. They are open to suggestions on how to improve the system, and extremely responsive on urgent issues.”

Overall, Rick says Kareo has been a boon for his medical billing business. “We have greater peace of mind, we provide a better service, and it’s helped us financially. Since we went with Kareo, we have grown our revenue by 130%. I think anyone would be pleased by that result.”