Medical Billing Unlimited

Providing Stability and Accountability for Independent Medical Practices

Billing Company

Medical Billing Unlimited (MBU) provides a full menu of RCM, billing and practice management services to 260 providers in the El Paso area. With a client roster of 60% solo practitioners and 40% group practices, as well as all the major hospitals in the city, MBU is ideally positioned to help independent medical practices implement efficient processes for financial success.

Challenge: Complex and Error-Prone Billing Process

Medical billing continues to get more complex. "You have denials for CCI edits, LCDs, specific CPT codes for each payer," says Josh Santillan, MBU's Chief Operations Officer and part owner. "Fixing claims is a lot of work on the backend. Claim denials can cause payments to be delayed for 6-8 weeks or more."

Complexities with payer reimbursements was only half the challenge. With patient financial responsibility on the rise, improving patient collections became as much of a priority as payer reimbursements. "One of the things we're seeing across the board are large patient deductibles," says Josh. "Most people now have a deductible of no less than $2,500."

In the past, practices could send patients on their way after a visit and mail a bill some time afterward. But with patient payments making up 30% of practice revenue by some estimates, that's not possible anymore. "Once the patient leaves your office, good luck. It's going to be very hard for you to collect that money," says Josh.

As a result of higher deductibles coupled with the increased complexity with payer reimbursements, MBU started to notice an increase in bad debt (more than 120 days past due) on patient statements. Helping staff successfully and efficiently collect on patients became a priority at MBU.

Solutions: Streamlining the Billing and Reporting Process

MBU set the goal to streamline their billing and reporting in order to reduce the time and effort it takes to collect and manage revenue. To serve this goal, Josh saw the need to migrate all of their clients and his billing staff into a single software platform. He chose the Kareo integrated billing and EHR platform, with additional modules for practice marketing, telehealth video visits and robust analytics.

Kareo Solution

KAREO BILLING

KAREO CLINICAL EHR

KAREO ENGAGE

KAREO TELEHEALTH

KAREO ANALYTICS

MBU
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"Kareo has given me a way to look at all my clients at an enterprise level and to provide our independent practices the stability and accountability they need to succeed."

With their new software solution chosen, Josh then worked with Kareo to migrate all of their existing clients onto the Kareo platform. "I have a science background, so I like to analyze data and take a very systematic approach," says Josh. He started by segmenting his client population and setting dates for migration.

Within six months, MBU clients had been migrated to Kareo and were meeting and exceeding their transaction goals. Now all new clients are also on-boarded into Kareo. "It's an all-in-one system that works for us and our clients, and we provide the first line of support," says Josh. "With Kareo, it's easier for me to run reports company-wide and look at things in the big picture."

"Kareo Analytics has really helped us," says Josh, referring to the newly released business intelligence solution. "Before, we had to piece different reports together to create our own dashboard manually. There was a lot of room for error or inconsistency—it was very labor intensive. The process is easier with Kareo."

35 Days
Average A/R

30 mins
Avg. time to generate full report (compared to 3 hrs)

Results: Time Savings, Reduced Rejections and Improved Patient Collections

Josh uses the reporting and analytics tools in Kareo to help identify the cause of rejections and denials. Using Kareo Analytics has tremendously reduced the number of hours pulling reports and piecing together a financial snapshot of a practice's charges, payments, payer mix and A/R analysis. Something that could take MBU three hours per account can now be done under 30 minutes.

A metric that MBU looks at each month to determine overall performance for the billing company is the days out in A/R, which determines how quickly they are turning around reimbursement on claims. "We have squeezed that window down from 40 days to 35 days and are working to get it closer to 30 days for all our clients," Josh reports.

One Kareo feature the MBU team can't get enough of is the auto-posting of the ERA remittance. "Our staff loves it," says Josh. "We get the remittance in our billing system from the payer as they're processing and sending claims and payments. It saves a lot of time."

For MBU, improving patient collections means educating and providing tools to their clients. They remind practices to verify eligibility benefits using the one-button verification function in Kareo. They also help clients estimate the allowables for different payers. Josh and his team are working to set up these insurance allowables using the contracts management functionality in Kareo. In fact, they have seen an increase in POS (point of service) transactions from the practices utilizing Kareo solutions.

Conclusion: Ready for Growth

All of this efficiency improvement is for the purpose of allowing MBU to grow and expand beyond El Paso. "Before, if I wanted to look at the performance of our company at a global level, I was never able to do it," says Josh. "Now, I have that ability to see the big picture in a quick snapshot, and then I can drill down into a specific practice and see what's going on with their A/R. Kareo has given me a way to look at all my clients at an enterprise level and to provide our independent practices the stability and accountability they need to succeed."

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