



# Choice Physical Therapy

Improving Medical Billing Workflow with Kareo

Physical  
Therapy

Choice Physical Therapy of St. Albans provides comprehensive outpatient physical and rehabilitative therapy services to thousands of patients at locations across seven states. Each practice is run independently by a Clinical Director and each one has its own Office Manager. But while they operate with some autonomy, they are owned by the same company with a single CEO and CFO.

## Challenge

For years, the clinics used a solution called Turbo for their billing and maintained paper records. The billing system had limited features and was not user friendly. “Our A/R was very high with more than 30% of claims being past 30 days,” recalls Carolynn Charles, the Office Manager at Choice Physical Therapy of St. Albans. “We also had a very high denial rate, and many claims went unpaid after being denied for small things because it was hard to see what the problem was and fix it in the old system.”

Essentially, the old system’s workflow was not very conducive to productivity so the practice lost money. In addition, it was difficult for the CFO to see what was happening at the various clinics or look at the company’s big picture.

## Solutions

After implementing WebPT to move to digital records, Choice Physical Therapy began looking at solutions to improve their billing. “I think that what we wanted most was something that was going to be more user friendly,” says Carolynn. “And I think they wanted all the clinics to be on the same software and have the ability to look at the financials for each location easily.”

They selected Kareo and implemented it in January 2012 about a year after installing WebPT. Within three months, Carolynn saw huge improvements in her billing workflow and in their bottom line.

## Results

Choice Physical Therapy of St. Albans went from having more than one third of its A/R over 30 days to 8% in the first few months. “It is just more user friendly than what we had before,” explains Carolynn. “The A/R reports are much more organized and easier to use. I can have multiple reports open and toggle between them if I

## KAREO SOLUTION



Kareo Billing

**WebPT** WebPT



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need to, which I couldn't do before. It really helps you pinpoint where the high balances are coming from."

Carolynn can also see the status of her work at a glance with the dashboard. "I can see A/R aging, key performance indicators, payments to be processed, my to-do list, and more when I open Kareo," she says. "It helps me plan the day because I can see exactly what needs to get done. We never had anything like that before."

Carolynn rarely has a problem in Kareo, but she says if she does, Kareo is very responsive, which also helps her workflow. "I use email more than the phone, and they get back to me within a day when I have a question or problem," she says. "That helps keep my workflow moving, which I appreciate because I can get an answer and move on to the next thing."

The ability to manage her day efficiently and track the billing process for every claim has resulted in other improvements in the practice's revenue cycle. The average days in A/R is now 24. In addition to the majority of claims being paid within 30 days or less, the denial rate has dropped dramatically. It is now around 5% and most of the reasons are easily fixed.

"We don't have a lot of denials because most of the claims are cleaned up by Kareo or at the clearinghouse," says Carolynn. "But the ones that we do have are generally easy to fix and resubmit quickly with Kareo." In addition, after the notes are created in WebPT, they won't import into Kareo unless they are complete, which adds one more layer of review before claims are submitted.

The elimination of manual entry tasks along with Kareo's easy workflow has improved the cash flow as well. "We tried to submit claims daily with the old system, but it rarely worked out that way," recalls Carolynn. "It was more like two to three times a week, but now it is daily, and that has improved our cash flow. We can depend on a very steady cash flow now."



**<5%**  
denials



**24**  
avg. days in A/R



**90%**  
claims paid <30 days



## Conclusion

"Kareo is extremely reliable, efficient, and accurate, and it certainly makes my daily job much easier," Carolynn says. "If the system and customer service weren't so awesome, it would be really hard to manage this type of impeccable A/R."