



ABS Business Solutions, Inc.

100 Payments in an Hour, Thanks to Texting with Kareo Patient Collect

Two decades ago, Dawn Lawler was working as a biller for a free clinic. When the clinic decided to outsource, they asked if she knew any good billing agencies. "Outsource to me!" she said. Although she had no experience running her own company, she did have a business degree and plenty of courage. She started ABS Billing Solutions alone, out of her home. Today, her company has its own bustling office with 20 employees, serves 300+ mental health providers in five states, and continues to add new clients every week.

What makes ABS unique is that their company can do as much or as little as a client wants, depending on their needs. Most clients use ABS to replace both their front- and back-office teams. ABS answers incoming phone calls, sets appointments, manages intake forms, performs prescreening, and gets to know patients on a personal basis. The company handles all aspects of billing and follow-up. The model is so successful that ABS has never needed to do any marketing and currently doesn't have a website. Its rapid growth is fueled solely by word-of-mouth referrals.

Challenge: Unreliable Software

During its first eight years, ABS Billing Solutions relied on a generic software system that, unfortunately, was not designed for medical purposes. "It was totally failing us," says Dawn. "For one thing, it was not HIPAA compliant. Even worse, payments were not coming in. Getting paid promptly is, after all, the main reason that people hire us. We had to jump ship."

Solution: End-to-End Kareo System

Dawn had heard good things about Kareo, so she set up an installation. "I spent one weekend loading all of our clients into Kareo by myself," she explains. "It was quite a feat, even though the software is very user-friendly. Right away, we saw improvements in efficiency and liked the way the software streamlined our operations. We now use Kareo for everything in the office and recommend it



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Brittany Lawler

VP & Office Manager,
ABS Business Solutions, Inc



to clients whenever we can. In fact, we require all of our physicians and nurse practitioners to subscribe to both Kareo Clinical and Engage and find that many therapists choose to do so as well.”

Dawn and her daughter Brittany, who is taking over the business, signed up to be beta testers whenever Kareo came out with a new feature so they can get a jump on innovations. “I want to know how to use all the features before our providers get wind of them,” says Brittany. “That way I can understand the ins and outs and explain them to our clients without the need to pester the Kareo support team. Becoming a power user is a good way to maximize the value of our system and speed up payments. Then we pass along what we learn to our client base.”

Solution: Text to the Rescue

Through beta testing, Dawn and Brittany learned about Kareo Patient Collect, which enables direct email, text and mail communications between ABS and their clients’ patients. They wondered what would happen if they sent patient statements via text or emails. In the same message, they could provide links for easy payment online.

“At first, we weren’t sure that texting patients with invoices and reminders would be a good idea,” says Brittany. “While we knew that younger people texted a lot, we doubted that older patients would respond. We thought they probably preferred snail mail. Boy, were we wrong!”

Solution: Replacing Traditional Mail

The Lawlers discovered that even Medicare patients are less likely to mail a check and actually respond well to digital communications. “A lot of people don’t even open paper mail anymore, so postage can be a big waste of money,” says Brittany. “We’ve cut at least 15% off of postage costs by using e-communications.”

Bypassing paper became even more important during the COVID crisis. “Patients are doing telehealth because of the virus, so they’re not actually coming into the office and paying in person,” Brittany notes. “But they’re also afraid of getting exposed to the virus through the mail. Texts and emails keep everybody safe and let us communicate quickly and securely—a perfect solution.”

Results: Instant Income

To their surprise—and delight—the Lawlers found that the majority of patients pay almost immediately after receiving a text request. “Our collections revenue

Kareo Solution



KAREO BILLING



KAREO CLINICAL



KAREO ENGAGE



KAREO TELEHEALTH



KAREO ANALYTICS



PATIENT COLLECT



PATIENT STATEMENTS

“We highly recommend Kareo-based text and email communications to anyone. You’re leaving money on the table if you don’t use them.”

Dawn Lawler

President,
ABS Business Solutions, Inc



increased 25% the very first day we started using Kareo Patient Collect. When we send out a text, we can get as many as 100 payments within the hour. I even had one provider ask me to hold off sending more texts until she could catch up with the volume of payments that had already come in,” says Brittany.

“People prefer getting a text to a phone call, because it’s more secure for paying by credit card,” she continues. “Many patients save their credit card information with us and they’ll call us on their way to work. ‘Run my card for \$150, because I just got paid,’ they’ll tell us after they get a reminder. If they accidentally delete a text, they call asking us to resend it so they can self-pay right away.”

Self-pay is by far the best option, says Dawn. “When patients enter their credit card information themselves, it’s accurate 100% of the time. That’s because the payment won’t go through if there’s a mistake. They fix it and resubmit until it works. We no longer have to phone them to fix a reversed number or incorrect expiration date. What a relief.”

Results: Across-the-Board Benefits

“Texting with Kareo Patient Collect has made our collections 20 times faster,” Brittany comments. “The dollar amount of patient receipts has increased by 35% and providers tell us that their outstanding balances have decreased by 20 to 30%. Patients are appreciative because they save time. They just go online, typically right on their phone, pay their bill, and go on with their day.”

Digital communications are trimming costs at ABS as well. “Text invoicing, with patients self-paying online, is saving us 40 biller hours a week. That has eliminated the need for hiring one additional full-time employee,” Brittany notes.

Both mother and daughter are sold on Kareo. “We pride ourselves on excellent customer service – which you can’t give without great software like Kareo,” says Dawn.

Brittany agrees. “We highly recommend Kareo-based text and email communications to anyone,” she says. “You’re leaving money on the table if you don’t use them, which is just plain foolish.”

Join the **65,000 providers** in all **50 states** that rely on Kareo to grow their business. Start optimizing your practice’s success today.

Results



**20X improvement
in collections speed**



**35% increase in
patient receipts**



**20-30% reduction in
outstanding invoices**



**15% reduction in
postage costs**



**1 FTE hire
avoided**

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