



Moore Support Services, Inc.

Beyond Basic Billing with Kareo

Billing

Lynn Moore, MA, CPC, spent 15 years managing medical offices. Working across every office function—from front office to back, and everything in between—she became an expert in creating efficiencies, detecting fraud, and maximizing profits. During this time, she noticed that most billing companies took a passive role regarding revenue optimization. They would accept data without questioning its validity or looking for areas where clinics could improve processes to create new revenue streams to increase profitability. To fill this unmet need, she set out on her own two decades ago and formed Moore Support Services, Inc.

Her company has grown to serve over 30 medical practices, providing accounting, credentialing, consulting, business management, insurance billing, payroll and tax services. Renowned for rooting out abuse and fraud, Lynn is frequently called on for high-level audits and serves on a board for the local community college to help develop medical billing and administration programs.

Challenge: Replace Manual Reporting

Moore's main differentiator has been the analysis her company provides, finding ways to help clients make more money. "I had been using Excel spreadsheets for years, running reports manually. But with so many clients on different EHRs, it was very cumbersome and time-consuming. With all the variances in inadequate software, I could never be 100% certain that my analysis was correct," she says. "I reviewed potential software systems, looking for something to give me speedy access to data. With many EHRs, I couldn't even find the bottom line for AR. When I saw Kareo, I was immediately impressed by both its simplicity and robust analytical capabilities. It was clear that Kareo would improve accuracy and efficiencies for our office and as well as our clients."

Solutions: Kareo for Powerful Analytics

Today Moore uses Kareo to run the revenue-cycle aspects of her booming business. Beyond simply processing claims and payments, Moore Support Services scrutinizes the daily operations of clients' practices. They not only track and review patient volume, but also the practice's revenue and profits through the Kareo dashboard.

"Let's say a doctor is on vacation. We check their schedules to see if there are vacation blocks. If there are none and yet we see no charges, we work with the clinic to find out why the drop in productivity. Also, we benchmark trends for offices to look for fluctuations in productivity, such as in the flu season. Other times we might see an unexpected gap in billings. We'll investigate and find that a provider has forgotten to finalize notes and billings.

Detecting issues is part of the unique service we provide. And we can do it quickly, from the comfort of our own office, thanks to Kareo."

Results: Increased Efficiencies and Profits

As part of full practice management services, Moore uses Kareo to help clients set realistic revenue goals and then achieve them. "First, we measure payer mixes and look for enhancements. Then we search for ways to achieve the fastest billing turnaround times possible. We communicate closely with providers during monthly meetings, so that credits and refunds are managed, and uncollectible accounts are addressed," Moore says.



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CEO and Founder

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“Here’s an example,” she continues. “We recently noticed in Kareo that one of our practices had 15 chart notes that had not been completed. We contacted them, and they followed up right away. The same thing often happens with incomplete claims, which we see when we review the Kareo clearinghouse reports. Fixing claim issues prevents delays, and directly improves our clients’ bottom lines.”

The results have been dramatic. “With the analytical tools that Kareo gives us, we have been able to increase our clients’ profitability by about 30%—depending on the provider’s openness to our suggestions, of course. We have trimmed claim payment time from three to six weeks to just two. With electronic reimbursements, payment comes in as little as a week,” Moore notes.

In-house improvements are significant too. “Thanks to Kareo, our own office has become about 20% more efficient, and profits are up by 15%,” she says.

Challenge: Streamline Clients’ Practices

When a client is thriving but not using Kareo, Moore works with with “their current revenue-cycle system. “If it’s not broken, we don’t need to fix it. On the other hand, we can usually see how Kareo would bring dramatic improvements, paying for itself many times over. That’s when we step in and recommend a Kareo implementation.”

Solutions: Convert Them to Kareo

So far, Moore has converted 75% of her clients to Kareo. “We realize that it can be hard for physicians to switch EHRs when they’re already comfortable with their old one. However, we point out what a smart move Kareo would be, financially as well as operationally, and they’re usually willing to make the leap. Once they do, they love it.”

Results: Better Transparency

Having clients on Kareo makes Moore’s life easier. “When practices are using different platforms, there are more processes. Often times I run separate insurance and patient reports, combine them, and if the total doesn’t match the outstanding balance on the patient ledgers, we need to find the discrepancy. It’s so frustrating,” she explains.

“With Kareo, on the other hand, I can view things like the A/R balance at a glance and be certain that it’s correct. I know when a claim has been denied because of an incorrect diagnostic code, I can fix it. We can give advice quickly and confidently, catching issues before they become major difficulties.”

She says that Kareo typically frees up about 20% of a practice staff’s time by reducing administrative tasks, allowing staff to focus on more patient-centric activities.

Results: Support Through a Crisis

Moore used Kareo to assist clients during the COVID-19 pandemic. “We were very proactive in helping practices take advantage of the CARES Act payment protection program when the virus hit,” she says. We actively promote telehealth. We show people how to use the Kareo telehealth module. “Most practices didn’t know how to leverage the resources available to them, including filing for business loans. Because of Kareo, we could get loans submitted in a hurry.”

Conclusion: Best of the Best

Moore says that she’s proud to partner with Kareo, just as she is proud to partner with her clients. “We’re strong champions of Kareo. It gives us analytics we never had before, has greatly improved accuracy, and helps our clients achieve their goals for profitability. We consider ourselves to be the gold standard of medical billing. We can say this with confidence because we use the gold standard of EHRs – Kareo.”



30% improvement in client practice efficiencies



20% improvement in internal efficiencies



15% jump in in-house profitability



30-60% improvement in claim turnaround time

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