



Northern Star Chiropractic

Sole-Practice Startup Soars with Kareo

Just four months ago, Dr. Brian Stoyhoff made a very bold decision. He left a thriving group practice and moved to a small town on the Upper Peninsula of Michigan, where there were no chiropractors within a 70-mile radius. He set up Northern Star Chiropractic, a one-man operation, doing everything by himself including clinical, front office and billing work. His only partner was Kareo software.

Almost immediately, he had a fully booked practice, which has continued to thrive even during the COVID-19 pandemic and related lockdown. “I can’t squeeze in another patient for at least a week,” he says. “It’s amazing.” The only way this was possible, he says, is because he selected Kareo. “I looked at four major software packages. That included ChiroTouch and Genius Solutions, which I had used in the past. It felt like I was talking with used car dealers. I’d get this hard sell from them, and then very little information, which totally turned me off.

“Luckily, I found Kareo,” he continues. “They had all the features I needed, plus great pricing and awesome customer relations.”

Challenge: Steep Learning Curve

Since Stoyhoff had never managed the administrative or billing side of a practice before, he expected a steep learning curve. “Frankly, at first I wondered what the heck I had done to myself. I mean, I absolutely didn’t have a clue. I set aside three weeks before opening the doors to learn Kareo.”



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Solution: Kareo University to the Rescue

Stoynoff relied heavily on Kareo's online training program during the early phases. "I love Kareo University. It's very user friendly and easy to figure out. The best thing is that you can go back and refer to any teaching modules you want later on, if you need a refresher," he says. He also liked the quizzes that Kareo University pops on students. "After every few modules, the system makes sure that your comprehension is good. I appreciate that. It's exactly how I like to learn."

Results: Onboarding Was Easier Than Predicted

It proved to be much less difficult than he had feared.

"The onboarding training guy was a huge help. So was the phone tech support. I called them many times a day in the beginning, and they walked me through each situation I ran into. I've never waited on hold for longer than 10 minutes. That's like a miracle these days."

By the end of the three weeks, Stoynoff was a competent user, able to enter patients, scan insurance cards, and do billing on his own.

Challenge: Needed a Simple Solution

Stoynoff describes his practice as "old school chiropractic," without too many fancy bells and whistles. It's fitting that he only uses the more basic aspects of Kareo and that is perfectly fine with him.

Solution: The Right Fit for Our Needs

With the Kareo platform, Stoynoff scans insurance information, performs eligibility checks, keeps electronic notes, and forwards information to the biller – who happens to be himself. "In the platform, the doctor's menu lets you prepare codes, but you can't do billing. So, I just send it over to the superbill, namely me, to prepare

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and send out invoices. It works great.” He often uses Kareo’s patient portal to send educational material from his online library to follow up after an office visit.

“Our town is called Newberry, but it’s pretty similar to Mayberry,” Stoyntoff notes. “Our residents are sort of like the Amish, with a wonderful simplicity and genuineness. They like it when I answer the phone myself and schedule their next appointment in a paper book before they leave. I probably won’t start using online appointments for a while. Still, I’m looking forward to expanding my knowledge of Kareo’s capabilities as time permits.”

Results: Easy to Use

Stoyntoff figures that Kareo is saving him at least \$12,000 a year by allowing him to do his own administrative and billing work, and easily pays for itself. “I wasn’t put on earth to work with computers,” he says. “But I actually enjoy using Kareo. It makes my work so much more manageable. And it’s easy to use!” With a current case load of 75 patients a week, Stoyntoff says that he’ll try to keep a one-man office as long as possible. “I would never be able to do all this on my own without Kareo,” he says.

Conclusion: What Really Matters

“The most important thing to is that Kareo allows me to focus on my real mission: to provide chiropractic care that improves, extends and saves lives,” Stoyntoff explains. “I broke my back in a terrible car accident at age 17, and the medical profession failed me. It was chiropractic care that healed my pain and allowed me to stand up again. Now, I do my best to extend the same benefits to other people, listening carefully to my patients and dealing with each one on an individual basis. Anything that helps me do that is a wise investment.”

Results



Sole practitioner handles 75 patients a week



Clinic at full capacity almost immediately after opening



Saving \$12,000+ a year



Up to speed in 3 weeks

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