



Women's Health First

The Right Technology Makes Private Practice "So Doable"

Gynecology

Established in 2009, Women's Health First is the vision of Michelle Meyer-Ban, RNC, MSN, WHNP-BC, a board certified Women's Health Nurse Practitioner. After 12 years as a Nurse Practitioner in Virginia, she began to see a need to create a women's health-care practice that placed a premium on accommodating women's busy schedules and spending quality time with patients.

Her ultimate goal was to have a practice where she could serve her patients the way she wanted and have more work life balance. With three daughters, Michelle felt that balance was crucial.

Challenge

Like many providers heading out on their own, one of Michelle's first tasks was to figure out billing for her new practice. She decided to use a biller who worked for her old practice to do her billing. "I thought it would be fine since she had done such a good job there," she recalls. "But my little practice just wasn't a priority, and my claims weren't getting billed, and there were lots of denials that weren't getting followed up on."

"When I decided to take the reins of my billing back into my own hands after about a year, I started researching different software programs online," Michelle says. "I came across an ad for Kareo and Practice Fusion and clicked through. The reviews were really good, and they looked easy to use."

Solutions

The combination of Kareo and Practice Fusion turned out to be a great choice. Michelle says she has been, "extremely happy with both solutions, especially Kareo, which is very intuitive." She has actually been able to learn medical billing and now manages her own billing without any outside help. Michelle has even successfully continued doing her billing despite significant growth in patients and appointments.

The practice has grown quite a bit in the last few years explains Michelle. "We moved to a new location that has provided much better visibility. It is in a medical community of offices so there is a lot of foot traffic from potential patients. We have doubled our appointments in the past year and a half."

Michelle credits her software for much of her growth. "This growth is all the more reason to be as streamlined and efficient as possible, and the technology makes that

KAREO SOLUTION



"The right technology makes going out on your own **so doable!**"

possible,” she says. “At some point soon we will probably need to add a support staff role, but right now it is still just me and my one staff person.”

They have been able to keep staffing low while growing from eight to ten patients a week back in 2009 to over 30 patients a week today. “That may seem low, but we are set up to spend much more time with patients and offer access to appointments with little or no waiting,” she explains. “I am very happy with these numbers, and we are continuing to grow almost entirely through word of mouth and referrals.”

Being streamlined for Michelle means being able to quickly and easily document her visits and then submit her superbills at the end of the day from Practice Fusion to Kareo. She then submits her claims every day. This allows her to check the clearinghouse reports the next day and follow up on any issues right away. This represents most of her billing since most of her visits are for preventive care and there are no copays or deductible charges for those. Occasionally she has to do statements she says, and that is easy too. “It is so easy to do the patient statements when we need to; it hardly takes any time at all.”

Now that she has gotten really comfortable with doing her own billing and put an efficient process in place, she is seeing the results, not just in patient growth but in dollars. “Our average days in A/R is generally less than 30, and my biggest payer submits payments via EFT in about 10 days,” says Michelle. “The denials are really low because I check my clearinghouse reports every day.”



3x
patient visits



1
staff person



Daily
submits claims



<30
avg days in A/R



10 days
largest payer remits

Conclusion

According to Michelle, “the right technology makes going out on your own so doable!” She tried some other systems and never found anything as easy to use as the solutions she uses from Kareo and Practice Fusion. “As my comfort level has grown, it has just gotten simpler and more effective,” she adds.

“I am so lucky,” she says. “It has only been five years, and I have grown to this point, which is just amazing. The practice model and the technology fit with and support my professional and personal goals. And I would just reiterate that this endeavor is totally possible for anyone. You can go into private practice and create a thriving practice with the right technology that lets you keep costs low and be efficient.”