



PATIENT COLLECT

Greensboro Pediatric Surgery

Same-Day Payments Thanks to Kareo Texts

Greensboro Pediatric Surgery was founded by Dr. Shuaib Farooqui and is the longest standing pediatric surgery practice in Greensboro, North Carolina. They provide cutting-edge and compassionate care to children with a wide variety of surgical needs. They pride themselves on adopting the latest advances and technology necessary to render excellent patient care and to communicate with patients effectively.

Challenge: Unread Snail Mail

Katie Howell, practice manager at Greensboro Pediatric Surgery, says that its patient demographic creates unique issues when it comes to communications. “Since our patients are young, their parents – who pay the bills -- are younger too. People in their 20’s, 30’s and 40’s no longer open regular mail. Paper bills pile up in a stack somewhere and gather dust. As a result, our clients were not seeing the bills we mailed out at the end of every month.”

Their preference for electronic communications was impacting payments. “It’s a hassle these days for people to locate their checkbook, write a check, find a stamp, and put a remittance in the mail,” she explains. “AR was becoming a major headache.”

Solution: Invoices via Text

When Kareo rolled out its new text messaging feature in Engage, Howell volunteered to be a beta tester. “I could see the potential right away,” she comments. “Our patients’ parents do everything online. They always have their phone in their hand, and they read every new text as it comes in. I was eager to try texting for sending appointment reminders, surveys and soliciting feedback. What surprised me was the difference it could make when we tried it for billings.”



SUCCESS STORY



“Whenever I send out text statements, I start receiving payments in minutes. About half of our clients pay the same day that they get our text.”

Katie Howell

Practice Manager
Greensboro Pediatric Surgery



Results: Immediate Revenue

Howell's experiment with SMS invoicing bore fruit right away. "Whenever I send out text statements, I start receiving payments in minutes," she says. "About half of our clients pay the same day that they get our text. This is in comparison to the weeks it typically takes to get responses from paper bills. Our average turnaround time is twice as fast now that we've implemented texting."

One reason behind this improvement is a 100% delivery rate for text messages. "None are ever kicked back due to an incorrect number. And text isn't ignored, like a paper envelope often is. In the past, parents have claimed that they never received a bill when I knew that we'd sent four to the correct address. They don't do that with texts," Howell says.

"Clients like paying by text because it makes life easier," she continues. "It's really simple to click on a link and pay. They can take action while the invoice is still fresh in their mind, wherever they might be, and then rest assured that the matter is all taken care of."

Results: Reducing Bad Debt

Greensboro Pediatric requires prepayment for scheduled surgeries. Emergency procedures are a different matter. "We understand that families are often unprepared for medical emergencies. And they're usually surprised by how much a procedure costs, even after insurance eventually pays. Now we send out a text statement soon after the surgery, just to make the family aware of the total cost. We do this long before mailing a paper statement. Then we invite them to call us to set up a payment plan. It's a courtesy that they appreciate."

Since emergencies make up the bulk of the practice's bad debt, actions like these have contributed to reducing outstanding receivables. "Uncollected accounts are down 12% after only a few months of using texts," Howell explains

When she experimented with sending invoices via email, the outcome was different. "We discovered that many clients didn't even open our messages. They receive way too much email these days, with an awful lot being junk. Overall, emailing was not as well received as texting, so we stopped using it."

Results: Cutting Workload

Howell reports that texting is freeing up a considerable amount of her time. "The great thing about electronic payments is that they are posted automatically. That reduces hours of data inputting. Similarly, my phone time is way down, because clients go to their Kareo portal and review charges and payments on their own. We're spending less time on mailings, too, since we

Kareo Solution



KAREO BILLING



KAREO CLINICAL



KAREO ENGAGE



KAREO TELEHEALTH



KAREO ANALYTICS



PATIENT PAYMENTS



PATIENT STATEMENTS

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only send out paper invoices when texts don't get a response. Also, we're finding that we're sending fewer accounts to collections, which saves me at least half an hour of research for each file."

Results: Rave Reviews

Kareo continues to provide value across the board at Greensboro Pediatric Surgery. "Kareo is far superior to the system I used at a previous job," says Howell. "We were paying a lot more for just billing capabilities. With Kareo, we have a full-service EHR, plus all the bells and whistles that come with Engage. I recommend Kareo frequently to my Facebook professional group."

She also feels that Kareo contributes to the practice's vision. "Patient care is our top priority, and that includes doing everything we can to make things easy for our patients. Kareo helps us achieve this goal by streamlining the billing process and letting us get invoices out in a timely manner – which greatly improves profitability."

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



Same-day payment on half of all texted invoices



Payment cycle cut by 50%



Bad debt and collections activity reduced 12%



Less time spent in phone support, mailing, collections

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