



PATIENT COLLECT

Health and Wellness Medical Services, LLC

Finding financial growth and business confidence
through Kareo Partner Connect

“Skip the germmy doctor’s office. We’re bringing back the house call.”

That’s the mission of Health and Wellness Medical Services in Charlottesville, Virginia, where Jenny Furlow, NP-C, saw an unmet need and jumped to fill it. She offers all the services of a traditional doctor, including examinations, prescriptions, chronic care management, COVID testing, joint injections and more, right in the patient’s home. She even provides testing from her mobile laboratory and was the first mobile practice in the area to accept insurance and bill Medicare directly.

Challenge: Getting Paid

When Furlow started her practice, she unfortunately chose an unreliable biller. “They promised to submit my claims. They promised to get me credentialed. But none of this happened! I ended up with six months of unprocessed claims, and various insurance groups not knowing if I was credentialed or not. Needless to say, having no revenue put me in deep financial trouble. I lost at least \$15,000 with them. It was a total mess.”

Solution: Better Billing Service and Kareo

As Furlow’s concern grew about her financial situation, she reached out to Kareo for help. Furlow recently transitioned to Kareo and enjoyed working on the platform, so she liked the idea of working with a billing company that knew the system. Things turned around as soon as she began working with Kareo’s recommended billing company partner. “First, they recommended that I implement Kareo. Then they organized all the papers and documents that had been scattered around. They processed all of my claims, and got the revenue flowing. At every step they were more than responsive. My billing company rep was really great,” she says.

SUCCESS STORY



HEALTH AND WELLNESS MEDICAL SERVICES, LLC

“Everything is in one place, and that in itself is worth its weight in gold.”

Jenny Furlow, NP-C

Owner

Health and Wellness Medical



Now Kareo is an indispensable part of Furlow's practice. "Since my only office is in my home and I have no administrative help, I use the Kareo mobile phone app constantly. When I do an initial visit, I snap a photo of the patient's insurance cards. The photo goes seamlessly to my biller, who can input the data herself. Or a patient can take their own photo and send it to me through a secure text. Nothing is on paper. Everything is stored electronically. There's nothing for me to file, and nothing to get lost," Furlow notes.

"I use Kareo to schedule appointments, and then set up follow-up appointments before leaving the patient's home," she continues. "When the visit is over, I click in Kareo to move them to the check-out column and record initial notes. Kareo notifies me if any task is left unfinished. It ensures that I don't forget to submit data to the biller and get paid."

Results: Relief and Transparency

Furlow transmits Kareo superbills to her billing service, which handles statements and submissions. "I like the way that I can use Kareo to see exactly where each claim is in the process, whether it's with me or with the billing company," she comments. "Because of my past experience with my first biller, I tend to be a bit paranoid about staying on top of things. That is lessening, though, because they are doing such a fantastic job with Kareo. It's nice to feel comfortable again about the finances."

Results: Comfort of the Cloud

Having her entire office in the cloud gives Furlow peace of mind. "Wherever I am, whether it's on the road, at a patient's home, or in my home office, I have all of a patient's data at my fingertips. It's secure, too, so I don't have to be concerned about HIPAA compliance."

The cloud-based platform also streamlines her workload and allowed her to seamlessly work not only with her billing company, but also her care delivery partners. "Kareo has cut the time I previously spent chasing paper and sending documents by about 75%," she says. "If a home health or hospice organization needs information, I just click and send it. This is especially great when working with care facilities, which are becoming an increasingly large portion of my business. They receive secure notes from me, which are automatically stored in the resident's files. It's all so simple and easy."

Results: Astounding Expansion

Furlow started her practice just a year ago with only 20 patients. She now has more than 300, thanks to efficiencies from Kareo and her biller. "Our growth is off the charts," she remarks. "I'm already hiring another nurse practitioner,

Kareo Solution



KAREO BILLING



KAREO CLINICAL



KAREO ENGAGE



KAREO TELEHEALTH



KAREO ANALYTICS



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PATIENT STATEMENTS

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Jenny Furlow, NP-C

Owner

Health and Wellness Medical



plus a medical assistant and a nurse. This would have been impossible before adopting Kareo, when my revenue was almost zero. Now I'm seeing about 200 patients a month on my own. My overhead remains minimal, so profitability is excellent," she says.

Conclusion: Accidental (but happy) Entrepreneur

"I never had the intention of becoming a business owner," Furlow concludes. "But it's surprising how easy it is to manage with the right partners and EMR. The main benefit for me has been the way that Kareo keeps me so well organized and gives me visibility into all aspects of the practice. This gives me confidence that I'll be able to expand, and still keep my finger on the pulse of every patient's progress. Being able to see what the biller is doing is like the cherry on top!"

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



20 to 300 patients
in less than a year



75% savings in time
spent chasing paper



100% visibility into
financial processes