



# Elite Medical Billing and Life Medical Center

0 to 5,000 Patients in Six Months – with Teamwork and Kareo

Diana El Masri is a firm believer in shared success. Armed with an MBA and experience in medical settings, she started Elite Medical Billing Company as a one-woman, home-based enterprise. In just 10 years, her firm now serves 22 practices and has 26 employees. She consistently finds that when her clients and employees do well and thrive, so does her company.

For this reason, she has relied on Kareo to run her business since its inception and urges her clients to partner with Kareo too. “I’m kind of nosy,” she admits. “So, if I poke around a client’s financials and see that Kareo could solve problems and boost revenue, or let us function more as a team together, I take action.”

## Challenge: Launching a Practice During a Pandemic

A good example comes from Life Medical Center, a newly opened practice attempting to get established during the uncertain times of a pandemic. “As soon as they became my client, I recommended adopting an EMR that combines with billing software, for a seamless interface. Of course, I suggested Kareo because it’s easy to learn and use. Knowing how difficult it might be to open a clinic during a pandemic, I also suggested Kareo Engage, a communications platform that would get the word out about Life Medical to the community. Luckily, the founder agreed.”

## Solution: Driving Success Through Kareo Engage

Life Medical Center opened its doors with Kareo just six months ago, and business is already booming. “We’ve implemented the entire Kareo suite for



### BILLING COMPANY



“I attribute at least 50% of our profitability to Kareo and its efficiencies.”

**Diana El Masri, MBA**  
CEO, Elite Medical Billing Company



them, having an end-to-end system from day one,” El Masri says. “The back office integrates flawlessly with the front office. Notes and lab results are all automated. It’s really smooth.”

Most importantly, Life Medical Center began using the Kareo Engage function for patient communications, including marketing flu shots and COVID tests. In a single day, the clinic was able to test 150 people. These were all new patients, so it was a dramatic expansion of the clinic’s base – an excellent way for a new practice to get a foothold in the market.”

## Results: Efficient Paperless Intake

El Masri also showed Life Medical Center how new patients could fill out intake forms online before their first visit with Kareo Engage. “It normally takes a practice about 20 minutes to process paper forms for each new patient. But when forms are filled out online in advance, it’s less than five minutes. Automated intake was the only way Life Medical could assist so many people with COVID testing – and familiarize such a large population with the clinic at the same time.”

## Results: Hundreds of Five-Star Reviews

Similarly, Life Medical Center has set up Kareo Engage to follow up each patient visit with a survey request. “Patients are sent an after-visit survey about their experience,” says Dr. Mike Eldirani, founder and owner of Life Medical Center. “Comments are shared on social media. Patients are directed to our Google business page to leave a review as well. I am very active on social media myself, which also creates name recognition for the clinic. In just six months, we have earned 500+ Kareo reviews and 500+ Google reviews – almost all of them five stars, which is amazing.”

## Results: Proactive Messaging via Text, Email and Portal

The clinic utilizes Kareo Engage to send patients texts and/or emails, remind them about upcoming appointments, schedule an exam, or even wish them a happy birthday. “We find that patients like getting texts, compared with being hassled by a phone call. It’s so much more convenient for everyone. They can reply by text and resolve the matter quickly. Although we also do emails, people seem to prefer texts – especially with younger patients,” says El Masri.

## Kareo Solutions



**KAREO BILLING**



**KAREO CLINICAL**



**KAREO ENGAGE**



**KAREO TELEHEALTH**



**KAREO ANALYTICS**



**PATIENT PAYMENTS**



**PATIENT STATEMENTS**



“We would never have grown to 5,000 patients in just six months without Kareo.”

**Mike Eldirani, MD**

Owner, Life Medical Center



The Kareo Engage patient portal is making a big difference with timely test notifications. “Kareo receives and stores lab results electronically and posts them on the patient portal about the time the doctor sees them. Patients can check the findings on their own without needing to call the office – getting their results in hours, not days. This is faster than any other practice I’ve seen and is proving to be a genuine differentiator for the clinic,” says El Masri.

“In contrast, I have another account on NextGen, and they’ve tried unsuccessfully to integrate lab results for ages,” she continues. “When one of their physicians got sick, nobody communicated test results to his patients. What a mess -- particularly now that there’s so much more paperwork due to COVID testing. They finally realized that automated lab integration like Kareo’s could save them one half-time employee.”

## Results: Happy Physician, Happy Patients

Dr. Eldirani praises El Masri for suggesting Kareo and adopting so many of its innovative features. “I’ve used many EMRs in the past and most of them are pretty lousy,” he says. “Kareo is number one in my books. I highly recommend it to my peers. Not only is it very user-friendly, but it is powerful enough to fuel and support our expansion. We would never have grown to 5,000 patients in just six months without Kareo.”

He especially likes the way the system helps him improve patient satisfaction. “Kareo Engage helps us give more personalized attention and listen more carefully to our patients’ needs. For instance, I can share educational modules through the patient portal and avoid handing out pieces of paper during a visit. Patients love being able to communicate with me directly through the portal. I respond promptly to every inquiry and comment, and act on patient suggestions for improvements. This responsiveness contributes to our great reviews.”

## Results: Better Bottom Line

El Masri’s Elite Billing Company is benefitting from Kareo too. “We use Kareo for billing, authorization, eligibility – everything. Because it is so good at integrating and automating, we barely have to check statements anymore. It doesn’t restrict us like other systems would,” she notes.

“Overall, Kareo has improved our efficiencies by 70%,” El Masri continues.

## Benefits



**5,000 new patients in 6 months**



**500+ reviews, nearly all five stars**



**150 new patients processed in a single day**



“I respond promptly to every inquiry and comment, and act on patient suggestions for improvements. This responsiveness contributes to our great reviews.”

**Mike Eldirani, MD**

Owner, Life Medical Center



“I attribute at least 50% of our profitability to the system. We have added practices without having to add staff and will continue to do so. We keep discovering new ways to maximize Kareo – like for automating diagnostic codes. If a code doesn’t change on repeat billings, we just scrub the invoice and send it out. Another great thing is the Kareo user network, which we tap into when exploring new applications. My Kareo Account Manager introduces me to other users who are trying similar ideas and their input helps me a lot.”

## Results: Three-Way Partnership

Dr. Eldirani agrees with El Masri that collaboration is the key to a successful practice – or enterprise of any kind. “I’m so glad that we were introduced to Kareo, because of the way it lets us work hand-in-hand with our billing partners and brings us closer to patients,” says Dr. Eldirani. Then he adds, with a chuckle, “Like they say, it’s teamwork that makes the dream work.”

Bringing on 5,000 new patients in six months during a global pandemic?  
Dream work indeed!

## Benefits



**Lab results in hours,  
not days**



**70% improvement in  
billing efficiencies**



**50% of biller’s  
profits due to Kareo  
efficiencies**



**Biller adding clients  
without adding staff**

Join **1,600+** medical billing companies that trust Kareo to grow their business.  
**Start optimizing your billing company’s success today.**