

# Success Story

## OC Eye Associates



**Lisa McBride**  
Billing Manager  
OC Eye Associates

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## Speedier Payment Turnaround with Kareo Patient Collect

*A thriving eye practice was thrown a curve ball when the pandemic hit, and worrisome billing backlogs built up. Could technology help bring in a higher percentage of those hard-to-collect patient balances?*

### **Challenge:** Collect on AR Backlog

The practice has relied on Kareo Practice Management software since its earliest years, using e-prescriptions, Kareo Engage, and Billing. But they stuck with manual processes for patient invoicing.

“Before, we sent out paper statements once a month,” explains Lisa McBride, billing manager. “Most patients disregarded the first notice. The majority would pay the second. After three or four statements, I would make phone calls, and then consider going to collections after that. I didn’t even bother with smaller balances. I was spending about half a day every week researching overdue accounts and doing follow-up calls — not exactly my favorite thing to do.”

COVID complicated everything, with a staffing shortage, and the practice ended up with a backlog of unpaid statements. McBride’s team couldn’t keep up.

### **Solution:** Kareo Patient Collect

When McBride learned about Kareo Patient Collect, she was intrigued by its possibilities. “We didn’t want a fully automated system at the outset, which would send a statement by text the minute that insurance paid. We worried that that might come across as overly aggressive,” she explains. “Instead we decided to start using Kareo Patient Collect to send out electronic invoices once a week via text and email. Every other month we would do a paper invoice. It felt like a good compromise, and an easy way to introduce our patients to e-billing.”

## Benefits of Kareo Patient Collect



20% improvement  
in AR balance



27 days trimmed  
off AR cycle



7 days cut from  
revenue outstanding



6-7 hours a week  
less work for billers

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Today I sent out 200 statements.  
In just a few hours, 25 had paid.

**Lisa McBride**, Billing Manager, OC Eye Associates

### Results: Faster Payments

How did patients react? “At first, we got a lot of calls from people asking what was going on. It took a little while for some of them to get accustomed to the idea. On the other hand, a large percentage of patients paid the minute they received our text or email. They said they really liked being able to pay by clicking on the credit card link,” says McBride.

“I was surprised that it wasn’t just younger people who appreciated electronic communications,” she continues. “Many older patients proved to be quite tech savvy. The objections I received were mostly about perceived security, with patients being reluctant to type in credit card information. I’ve had to explain that e-payment is actually way more secure than reading a credit card number over the phone.”

### Results: Improved AR Cycle

Although OC Eye Associates has only been using Kareo Patient Collect for three months, they have already seen drastic improvements. “Our AR balance is down 20% since adopting Kareo Patient Collect. Days in AR is down 27%. Days of revenue outstanding used to hover around 43, and now it’s at 36. We’ve cut at least a week off the payment cycle. If we get results like these after just one quarter, I’m very curious to see what our revenue will look like in a year or so,” says McBride.

“The reason we’re seeing these improvements is that money is coming in the door faster. Before, patients didn’t get their first statement until at least a month after their insurance paid. We’ve trimmed that to a week or less with Kareo Patient Collect’s electronic messaging. In fact, today is the 10th of the month, and already many patients’ monthly balances are already settled.”





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Nobody wants to deal with paper invoices anymore.

**Lisa McBride**, Billing Manager, OC Eye Associates

### **Results:** Streamlined Billing Systems

Other benefits have come from billing team efficiencies. “Because Kareo Patient Collect integrates seamlessly with Kareo Billing, electronic payments come directly into Kareo. All we have to do is to clean out the line items. Before, many of our online payments were coming through PayPal, and I would have to print out information and enter it by hand. I’d say that the Kareo system is saving me at least two to three hours every week in data entry and reconciliation. Add to that the half day I’m no longer spending on chasing collections, and I’m saving about six or seven hours a week,” McBride notes.

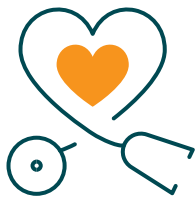
“Today, in fact, I sent out 200 statements. In just a few hours, 25 had already paid,” she adds.

### **Results:** Competitive Advantage

McBride gives an example from her personal experience with old-school payments. “I went to a specialist at a fairly

large clinic recently and tried to settle my copay before leaving the office. The receptionist told me to wait until I received the invoice in the mail. My thought was, are you kidding? You’re going to waste money on printing, paper and postage, to collect \$20 — and wait a month or two to get payment? It showed me how arcane some practices’ systems are. Virtually none of my own providers do email or text invoices. Don’t they realize that nobody wants to deal with paper invoices anymore? The experience underscored for me that Kareo Patient Collect gives an edge.”

McBride plans to continue using e-billing for the foreseeable future. “I’m excited about all of the possibilities with Kareo Patient Collect. It adds excellent value to Kareo, which was already a great one-stop solution. Kareo is easy to use, and has built-in coding for diverse specialties. It’s definitely the most flexible system I’ve ever worked with, and with Patient Collect it’s better than ever.”



Learn how you can get started today!

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Kareo is an industry-leading complete technology platform that helps independent practices grow, and scale their businesses. With more than 85,000 customers and 17 years of experience, Kareo has set the standard for how practices deliver and manage patient care. Our integrated technology enables providers to offer a modernized practice to help transform patient outcomes and drive better business results.

