



Craft Behavioral Health

Getting the Right Support and Services with Kareo

Mental Health

Craft Behavioral Health opened its doors July 1, 2010 to provide mental health services and medication management to patients. They chose a billing software, hired a biller, and started providing care to their clients.

The practice runs with a staff of qualified board certified mental health providers, including psychiatrists, counselors, and bachelor level nurses. “It’s really a family-oriented environment, and we are invested in each other, and our success,” says Cara Farooque, practice manager at Craft.

Challenge

What Cara found was that most employees are hardworking, however, not every employee has the same investment in the practice that the owner and providers may have. “You have good employees and bad employees,” she explains. “And sometimes they aren’t as invested in the practice’s success, and they don’t care about it as much as you do.”

The practice had a series of poor performing billers, and the effect was being felt across the business as revenue was impacted. “We got a second opinion on the state of our billing,” says Cara. “It turned out our billers weren’t working the denials, and there was much more outstanding A/R than we thought there was.” Despite the fact that Craft wants to maintain a close-knit, family-like environment, after that analysis it wasn’t a hard decision to make the switch to outsourced billing.

Solutions

Craft had already converted to Kareo for their billing software so it made sense to ask about outsourcing to Kareo Managed Billing. Cara hoped the transition would bring more consistency to their billing with a well-trained staff. In addition, the billing company has an incentive to work for every dime since Kareo gets paid on a percentage based on collections.

Results

Since outsourcing their billing to Kareo, Cara has seen some of the results she had hoped for. “Our biller at Kareo really keeps us on our toes,” she says. “She has helped us significantly reduce denials and improve how quickly we get paid.” The denial rate is so low, it doesn’t even register as a percentage. According to their Kareo biller, they have only had nine denials in the past six months. She adds that their practice’s average days in A/R is pretty steadily around 31 days or less.

Cara says that they have a great process for communication with their biller so it is easy to get problems resolved and get answers to staff questions. It also makes it possible for the biller to transition complex follow up to Cara who then takes the ball and runs with

KAREO SOLUTION



Kareo Managed Billing



Kareo Clinical



Kareo Engage

“It is going so well. **With Kareo, we are just rolling along and getting things done.**”

it. “I have a background in case management,” she explains. “So, when we have a complicated problem that needs a lot of research and follow up I take over. Because the rest of our billing is so well handled I have the time to spend on these. Recently, I spent quite a bit of time advocating for payment from a payer who kept pushing us off and saying they would pay, but it had been six months with no payment. With Kareo, I had all the documentation and records to support every request they had made, and they still hadn’t paid. But I was able to go back and say here is a record of everything you have asked for and when we sent it. Now you need to pay us so this patient can continue her care. I have the time to do these labor-intensive appeals now that I could not have done before.”

Kareo is taking the extra steps that the old in-house biller simply did not take to make sure Craft is getting paid. “When we had in house billing if you asked if they were taking those extra steps to get paid, often the answer would be no,” adds Cara.

The improved billing is also enabling Craft to make other changes to improve efficiency and look at the long term plan for success. In 2016, they added both Kareo Clinical and Kareo Engage. The idea was to bring the billing and clinical functions onto a single integrated system. “So far it is going really well,” says Cara. “It is saving time and making us more efficient. It is just easier than it was before.” It has also enabled the practice to get the providers more involved with the financial piece.

According to Cara, “each of the providers is now holding patients more accountable for outstanding payments, and asking patients to follow up on unpaid insurance.”

Craft is looking to open a second location, and so they are also trying to address other inefficiencies, which is one reason they opted to add Kareo Engage as well. “We have a very high no-show rate,” explains Cara. “It is probably 30-35%, and we needed to find a way to reduce that.” They are using the text and email reminders for all appointments, and just in the first few weeks they have seen the no-show rate go down. “We are also getting more people letting us know they need to cancel instead of just not showing up,” she adds. “That frees up appointments for people in crisis who need to get in right away so it is just as valuable as reducing the actual no-shows.”

They are also doing follow up surveys and asking patients for reviews. Cara is hoping to continue to build and grow a positive online reputation as the work to open their second office. In just one month of asking for reviews they have added twenty-one new online reviews.



31
average days in A/R



<1%
denial rate



Reducing
no shows



21
online reviews



Conclusion

Cara wants Craft to be able to provide a great atmosphere for both employees and patients. And she wants to take an approach that works and continue to grow. To do that, they need to make sure they getting paid everything they are owed. Kareo is helping them get paid, be more efficient, and focus on things that only their staff can do while leaving the challenges of billing to a dependable expert. “It is going so well,” says Cara. “With Kareo, we are just rolling along and getting things done.”

Some people might believe that EHR, engage, and outsourced billing are not for mental health, but Cara says you could not be more wrong. She adds that, “Kareo has customized and built EHR templates for us, we have a mental health specialized billing team, and we’ve learned about so many areas for improvement with Kareo Engage. Now we’ve got plans and teams in place, and we’re seeing results from these solutions so I know this was the right move for us.”