

CASE STUDY

THE DETAILS MATTER



HEALTHPRO
MEDICAL BILLING

Phone 800-892-3436
www.healthpromedical.com

CASE STUDY - *The Details Matter*

What did you look for in a billing partner?

We wanted to ensure we were selecting a billing company that would not only be our partner but also give us the attention we need, monitor the details of our account, and one we could trust. We found that with HealthPro right from the start!

Why do you need a billing company?

It is most important that the first bill that's sent out is a thorough, clean claim which should result in most bills being paid. It's also important that any denied claims be meticulously investigated, and the work HealthPro puts into those denied claims makes a big difference and is reflected in our accounts receivable.

When you think of HealthPro, what comes to mind?

Their attention to detail. Their processes are very clean and high touch. Our Days in AR and Net Collection percentage are exactly where they need to be.

Why is size important?

When looking at a billing company, you need to find the right fit. We were previously with a large billing company and weren't receiving the attention we needed. There were many errors and overlooked

“Things aren't so automated where there is a runaway train, and no one is aware of it like our previous company. HealthPro has their finger on the pulse.”



Charlottesville Pathology Associates | Dr. Laura Spinelli, President

Dr. Laura Spinelli joined Charlottesville Pathology Associates in 2001 and has been the Medical Director at Sentara Martha Jefferson Hospital Laboratory since 2013. She is board certified by the American Board of Pathology since 2000.

CHARLOTTESVILLE PATHOLOGY ASSOCIATES

opportunities. One of HealthPro's strengths is that it is big enough to be able to have the proper resources to perform, but small enough to be able to be responsive and have a high degree of attention to detail and service.

Why don't physicians change billing companies?

People may not know what Key Performance Indicators (KPIs) they need to be assessing or specific metrics to monitor or trend. Some



of those KPIs are Days in Accounts Receivable (AR) and net collection percentage. If a billing company is consistently not meeting these metrics, then it may be time to consider switching. We found our move to HealthPro to be a fairly innocuous transition,

mainly because of their attention to detail throughout the process.

What has been your experience when you call HealthPro?

Customer service for our patients is very

important to us. Our patients were on hold for 5, 10 or even 15 minutes at our previous billing company. At HealthPro, Patient Accounts Services answers incoming calls quickly and without automated prompts. "Staff are effective



and empowered to make decisions, so patients get their problems resolved quickly."

"It is a scary process to switch billing companies when you are just handing them your book of business."

How have you benefited from HealthPro's work style?

At our previous very large billing company, there were many different silos for their

workflow without communication within. This made it very difficult to recognize or troubleshoot problems. It left us without assistance or resolution. One benefit of working with HealthPro is their team model. While each staff member

works independently, they also work collectively and communicate to more effectively take care of our needs.

What was the catalyst that made you decide to change billing companies?

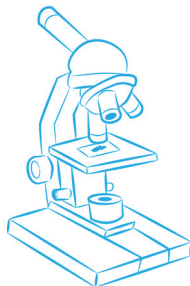
Our Days in AR continued to rise, and our net collection percentage continued to decrease. Looking back, we stayed with our previous billing company longer than we should have. They continued to reassure us that things would get better, but unfortunately they didn't. Mistakes continued to be made, and patients were complaining. It's hard to make the decision to switch, but ultimately we thought that we could do better for our practice and our patients.

What is most important to you regarding your relationship with HealthPro?

Their attention to detail and responsiveness to our needs as well as our patients!



www.healthpromedical.com



Quick Facts

- ☑ HealthPro cut our Days in AR in **half**.
- ☑ Our bad debt write-offs were **reduced by over 30%**.
- ☑ Personalized service.
- ☑ Patients assisted quickly.
- ☑ Right size, right fit.