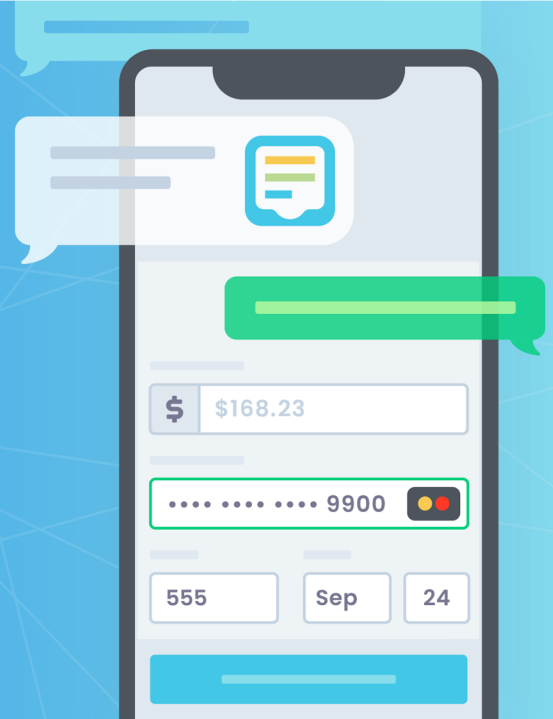


SUCCESS STORY:

# A Market-Leading Medical Biller Improves Patient Billing Across All Practices



## Summary

Professional Billing Management Solutions (PBMS), a leader in medical billing for the last 30 years, was looking at ways to increase patient collections and to reduce their reimbursement cycle for all of their practices. They wanted to do this while reducing their own costs through automation. Inbox Health personalized their patient billing through intelligent interactions for immediate results. PBMS quickly shared these improvements across all of their practices since their customers' results are directly related to how they rate themselves.

PBMS knew they had to act quickly because 65% of consumers would consider switching healthcare providers for a better healthcare payments experience.

## The Challenge

The rise in High Deductible plans has put increasing payment pressure on the patient. A 2018 report from the Kaiser Family Foundation revealed that from 2006-2016, the average out-of-pocket costs for patients rose 54%. As HDP popularity continues to grow the pressure on patient financial responsibility is only going to intensify.

PBMS understood that the longer it took to find a solution, the more money it would cost them over time since it cost 4x as much to collect from a patient than it does to collect from an insurance company.

## Our Solution

PBMS wanted to leverage AI and automation to help alleviate the complexities around patient billing for their practices. They originally started with a patient billing solution that promised to simplify this process but only seemed to complicate it more through a difficult onboarding process and an over-promised e-billing platform. A PBMS integration team member came across Inbox Health on their Patient Management vendor's list of trusted partners, and once they found out that Inbox incorporated bi-directional integration, PBMS quickly changed to Inbox Health for their patient billing needs.

PBMS uses multiple PM billing platforms and manages 60 practices. PBMS leveraged Inbox Health's payment portal with patient support for 32 keys to ensure 360 coverage in their main PM system. Inbox Health took ownership of the full patient billing experience and kicked off custom intelligent interactions based off each patient's preferred channel and form factor. The new

patient interactions were highly dynamic and fluid, switching between paper statements, email, text and voice depending on the channel that received the best collection success.

## Results

PBMS noticed the difference immediately. Inbox Health offered them an easy to navigate payment portal that made payments very easy to take through a seamless integration with their PM system, and their number of phone calls dropped drastically. The staff could now focus on key value-add tasks. PBMS patients noticed the difference as well, with some practices realizing a 30% increase in patient collections.

Inbox Health has allowed Professional Billing Management Solutions to stay ahead of their competition by streamlining A/R operations and allowing PBMS to handle their heavy workload with only 3 A/R

"Our incoming phone calls have decreased significantly allowing our account receivable representatives to focus on getting our denied claims paid. The platform is easy to navigate, payments are easy to take, and the fact that Inbox Health integrates with our PM system makes our process seamless. Inbox Health saves us so many steps and has allowed us to automate our entire patient billing process."

- CHERIE, PBMS

## The Results



**41,000**  
Patient Interactions



**25%**  
Increase in Patient  
Payments in 1 Month



**90%**  
Reduction in  
Phone Calls