

Case Study / Patient Billing Reimagined

# Dottie Jackson Gains Back Confidence in Her Business

## Dottie Jackson has always had one wish.

She wanted to help mental health practitioners have prosperous businesses so that people in her community can have more access to mental health support without stressing about their bills. For the last 20 years, she has built an enviable reputation in the Northwest with her business, **Prestige Medical Billing**. Anyone that knows Dottie would say she is committed to helping her practices and her staff by bringing enthusiasm and passion into her work.

As Prestige grew, so did their client base, and so did Dottie's staff's workload. With time, she realized her business was thriving, but at a higher cost than she was comfortable with. Her team started to struggle with the workload, and the stress Dottie worked so hard to remove from her clients' lives was brought onto her own staff. In recent years Dottie and her team were unable to continue serving their practices as well as they intended. As the CEO of Prestige, Dottie truly felt like her reputation was at risk. Due to the inefficiencies of Prestige's current patient payment software, Dottie's clients were unable to take full advantage of the payment collections process without any headaches. Feeling frustrated, Dottie tried to remain strong and forge ahead with excellent service to her clients.

Dottie knew the second she stepped foot into the office, she would be drowning in the overwhelming tasks that had piled up, including issues with the patient payment software. In between answering patient phone calls, managing incorrect patient balances, and troubleshooting a multitude of technical issues, Dottie was consistently met with complaints from practices and patients. She and her team spent almost a full workday operating around discouraging workflow and software issues. At the end of the month, instead of planning for the upcoming billing cycle, Dottie was pulled into helping the team get reports completed in time and catch up on posting payments.

Dottie felt stuck. While Prestige grew, the patient billing system designed to help with this process was actually just getting in the way; It lacked innovation and only made matters worse by doubling the time tasks took

to accomplish. Dottie felt like she was failing her team and her customers. Prestige Medical Billing was spending four times longer to manage the patient billing process.

The final straw for Dottie was when a technical issue on her patient payment system caused one of her provider's patients' payments to be credited to another provider. At that time she realized something had to change. For eight months, she extensively researched ways to improve her patient billing process, even if it meant switching out her Medisoft practice management system.

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**“We were stumbling across far too many software issues.”**

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As she looked for a solution, Dottie came across Inbox Health, and she immediately gained hope. Inbox Health could be her chance to continue providing exceptional service to her providers with a much easier workflow and less patient payment issues. From automatic payment postings to the email and text messages communication capacity, and the ability to quickly pay for bills online, Dottie became hopeful at the chance to allow her providers to take full advantage of the payment process without many complaints.



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“I will jump at the opportunity if something is offered to me that will make my life easier, help my profit margins, and increase revenue for my providers.”

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In just a few weeks, Dottie and her team started saving not just minutes, but hours when verifying patient statement balances between the Inbox Health platform and Medisoft since the balances were being automatically and accurately updated every night. This also allowed them the chance to manage these balances in a more proactive way instead of waiting for a full 30-day cycle. At the same time, Dottie's staff is now able to spend less time verifying bills, and less time on the phone with patients. Dottie's staff gained the ability to double the number of patients with whom they communicated through HIPPA- compliant emails and text messages. In turn, it led to happier patients getting questions responded more promptly, aligning with Prestige's value to provide exceptional customer service and stress-free communication. As Dottie put it, it was the “best of both worlds.”

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“Ultimately, in the long-run, my staff spends two days on the month-end process versus two weeks.”

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After onboarding many of her practices onto Inbox Health, Dottie also noticed that those who had signed up for the bank account on file

option saw an extensive increase in patient payments as well as patient responses to their balances. Some practices noticed payments coming in almost instantly and others noticed payments arriving 15 days earlier versus having them come in 30 to 60 days after the original office visit. Finally, Dottie noticed that even with the extra costs associated with COVID-19 restrictions, and the costs associated with implementing new software, **Prestige has been able to make a profit for the first time in ten years!**

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“Having hope for the first time in a long time and seeing that the hard work is finally paying off with the help of Inbox Health, allows me to confidently present to our investors that we are making a profit and that the money they have invested is generating a return.”

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Thanks to the partnership with Inbox Health, Dottie's confidence as a CEO has been restored. Her staff can now better manage their time and her providers are able to give their patients accurate bills they can easily pay. Today, Dottie can step fully into her role as CEO, focusing time on projections and monthly plans instead of helping out with patient phone calls and statement postings, or fixing software issues. Dottie and her team always provided some of the best medical billing service in the Northwest, they just needed a patient billing system upgrade that would give them the support they were missing.

### About Dottie:

**Name:** Dottie Jackson

**Role:** CEO

**Company:** Prestige Medical Billing

**Location:** Monroe, Washington

**Experience:** She draws over 20 years of experience in the medical billing industry.

**Hobbies:** As a major foodie, Dottie enjoys baking for her family and restaurant hunting with her husband. She also loves coaching her niece in soccer.

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