

Case Study / Patient Billing Reimagined

Medical Billing Company Owner Katie Fergus Gains Time with Her Family

Katie Fergus is a woman, a daughter, a mother, a business owner, and last but not least, a healthcare patient.

As the new owner of **PractiSynergy**, Katie came into the business with new ideas and she noticed right away improvements needed to be made in regards to high deductible insurance plans' increasing impact on patient payment collections.

Before PractiSynergy, Katie worked for a large Pediatrics practice as an internal billing manager. She was happy but longed for a more flexible schedule to be able to attend her kids' school events and spend more quality time with her family. She also desired autonomy to make faster, more strategic business decisions. So, Katie decided to own her own medical billing business. Being a new owner of a medical billing company was no easy task, however, and Katie quickly realized that the schedule flexibility she craved started to disappear as many tasks – too many of them manual – demanded her attention.

When looking at the issues at hand, Katie noticed two things. The first was that because of her busy schedule, and the way things have progressed naturally over the years with technology, most of her non medical bills were automatically paid via a credit card through a portal or automatically with a card on file. But unfortunately, her business had not been optimized to fit this narrative. The second was that, because of her busy schedule, as a patient herself, Katie would usually let a medical bill sit on her kitchen table for months at a time before actually paying them. However, she knew that if she was pinged enough times about those bills, she would eventually pay them.

With that in mind, Katie was determined to track down software that would help automate her patient statement process at PractiSynergy with

the addition of occasional reminders and the ability for her patients to pay electronically, if they so desired. **She was overjoyed when she learned about Inbox Health and how quickly automated patient billing could be up and running.**

The Physician and Patient Feedback

Some of Katie's longest-tenured clients noticed the changes as well, with many noticing that their collections rates went through the roof during the first few months after using the new software.

“We saw an overall increase of about 30% in patient payment collections!”

Another of Katie's clients who had previously only mailed paper statements noticed that the number of patient payments that were being sent to debt collections decreased by about 50% as they started offering email and text bill notification messages.

Finally, one of Katie's biggest successes is the state's public health agency. They focus on vaccine distribution during flu season and have historically been highly paper-based with their operations – including patient bills. Katie and her

team are usually the ones who have to directly communicate with the patients chasing after their payments. This has always been a bit challenging as many patients are solely Spanish-speaking, and Katie's team's Spanish proficiency is mediocre at best. But now, when bill statement cycles are sent via Inbox Health, patients have the option of communicating with the team in Spanish via the Inbox Health app (in chat, email, or text), and **patient payments rose about 45% in less than a year!**

A Marketing Tool for Katie

Since partnering with Inbox Health, Katie and PractiSynergy gained around 20 new clients.

As a marketing tool for selling her billing services, Katie highlights the benefits to physicians and their patients. If a patient wants to receive just paper statements and communicate via email, they are able to do that, but if they want all methods of statement and communication, they are also able to do that. Many physicians, Katie found, are delighted at the opportunity to offer a modern patient experience. The best part, for Katie and her team, is how seamless everything has been. **Her workload per practice has dramatically decreased thanks to automation and she is better able to service her customers.**

“Patients really do like to use our text messaging communication options, and because of that, our costs as a company have decreased two-fold as we no longer receive high numbers of phone calls.”

Katie has truly accomplished her goals of being a progressive and dynamic business owner, bringing efficiency to her employees and superior client growth and development. Most importantly, Katie has gained the autonomy she desired. She is now able to finally sit next to her kids as they finish a homework assignment, have a long family meal, and even enjoy some time for herself to read a book and unwind.



About Katie:



Name: Katie Fergus

Role: Owner & President

Company: PractiSynergy

Location: Des Moines, IA

PractiSynergy is a full-service medical billing company providing services to a wide range of medical specialties.

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