

Customer Profile / Patient Billing Reimagined

Meet Manik: A Growing Medical Biller

As an optimist, Manik Chawla likes to learn about trends, world events, and tools that can prepare him for unusual circumstances.

When COVID-19 arrived, his philosophy was not only tested but rewarded. Sure, Manik still lived in the medical billing world where payments (at least from patients) didn't experience a v-shaped recovery but instead only a stunted-v ([How COVID-19 Is Affecting Patient Payment Activity](#)).

However, unlike most of his medical billing peers, Manik's business, **Practolytics**, experienced growth in spite of adversity.

How so? It's simple: through the powerful combination of guiding clients and proactively using technology. Manik recognized the Medical Billing industry didn't have a modern solution to payment collections and he didn't love being stuck with piles of paper. If practically everything else in people's daily lives is done via a cellphone, medical billing should be too, he thought. With the way the world was going, Manik heard that little voice in his head telling him to upgrade his business' services before it was too late. In 2018, Manik came across Inbox Health and realized that offering his clients the chance to send bills electronically and post payments automatically would instantly increase their collection rates as well as his own revenue.

Through his onboarding process with Inbox Health, Manik took his time to learn of the different features available as well as teach them to his clients. Many of his practices quickly saw an improvement in patient engagement as well as payment collections. Having the option to not send a paper bill out to patients meant Manik was saving money, which instantly increased his margins.

When COVID-19 first started to spread in Asia, Manik followed the news closely and started to alert his clients of a possible outbreak in the U.S. With his consultative approach, he recognized that patient visits could soon decrease and decided to offer telemedicine software free of charge to his clients. He quickly followed that offer with recommendations for automated

patient payment and engagement software. By providing these technologies needed to adapt to a new lifestyle, he was able to maintain patient activity since patients had the possibility to both engage with their doctors – and billers – electronically in real-time.

Today, 100% of Manik's clients use Inbox Health's services and they have seen a smoother revenue flow through the COVID-19 rollercoaster. Furthermore, because of his rapid response and exceptional service, not only did Practolytics maintain their revenue, they actually grew with the addition of 20 new practices. It is no surprise that Manik's assertive and persistent consultative approach, his desire to see opportunities in healthcare tech, and embracing innovation in patient billing engagement has gained him myriad successes.

About Manik:



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