

Customer Conversation / Patient Billing Reimagined

# April Arzate of Sertus Medical Billing on the added Value of Mailbox, Automated Check Handling

inboxhealth.

As the President of Sertus Medical Billing, April Arzate dedicates her time to guiding her clients through the changing times of the Medical Billing and Healthcare industries.

Part of her integrated services when she started her company in 2004 was to act as a “technology scout” - the primary challenge was helping physicians become comfortable with adopting new technology, which, at the time, was easier said than done. April realized she wanted to work with the providers who welcomed innovative processes that would help everyday tasks become more efficient and wanted her advice for improving their business, and thus, Sertus was born.

Today, Sertus acts as an extension of their clients’ offices, and April prides herself as a true counselor and advisor to her clients. Not only does she analyze and manage providers’ billing and credentialing needs, but she also looks at their staffing needs, incentives, and overall physician’s business processes. This is why she decided to initiate an integrated lockbox solution with her billing software partner, Inbox Health. The new feature, called **Mailbox** helps make the patient payment processes more efficient and eliminates a substantial amount of manual effort.

April’s long-term relationships with her clients bring an additional level of expertise to what she and Sertus have to offer. As the liaison between clients and revenue technology vendors, April really has to stay at the forefront of her relationships to advise physicians and their practices with holistic approaches for improvement. The phrase “the client is always right” isn’t the most applicable to April; she knows her team’s extensive expertise in the industry has helped multiple practices across various specialties grow. Sertus maintains its holistic approach by advising clients before they make decisions that may have a significant impact on the practice.

**What was the biggest challenge you faced as a billing company with paper payments prior to using Mailbox?**

With every payment, there was correspondence that needed to be captured along with the checks and other paper payments. Posting was not done all in the same step prior to Mailbox; the team had to manually extract patient payments, separate them from the insurance posting and then manually initiate the payment posting.

There was extensive time and labor involved in separating payments out from a large volume of correspondence from both insurance and patients

### **What does the payment posting process look like now with Mailbox?**

Everything is automated and seamless. Now, all patient checks and correspondence are sent to a P.O. Box location, payments and documents are automatically scanned, posted, and applied to accounts. The check funds are also automatically transferred to our clients quickly and efficiently.

The Mailbox process expedited the workflow for my team and they are now able to dedicate more time to direct communication with patients to address questions and concerns through the Inbox Health application. They find it is a vast improvement from manually tracking back all of the steps and trying to allocate the correct amounts to the correct insurance, patient, and other parties involved solely through paperwork.

### **What improvements have you seen through the Mailbox service?**

It has saved time and money as well as improved accuracy since the payments now go straight from the lockbox to posting. By gaining efficiency, it has reduced overhead costs in a variety of ways. There is faster turnaround time from patient payment to payment posting, and in turn, this eliminates duplicate patient billing.

### **Besides efficiency, what is one thing you would add as a positive from going through this process?**

The additional team support I receive from Inbox Health is exceptional. They always listen to suggestions and implement improvements based on client feedback. Inbox Health is truly willing to think outside the box and add innovative features that are extremely valuable for Sertus and our clients.

## **About April:**



**Name:** April Arzate

**Role:** President and Founder

**Company:** Sertus Medical Billing

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