

Elite Outperforms the Market with Automation



Medical Biller Diana El Masri views her role as a steward of capital for her practices. Their success is her success.

While growing her business remains an important part of the mission of her company, Elite Medical Billing, her reputation for unmatched service and higher collections is what drives this success.

Elite Medical Billing's focus on customer success goes beyond just medical billing, and is built upon Diana's deep interest in medical office operational efficiency. After getting a degree in biology and medical labs, and an MBA in Health Management, Diana spent time managing a PEDs office and an urgent care. It's this strong foundation in medical back-office behavior that gives Elite the ability to take the extra steps with every medical chart to find ways to increase revenue for her practices. This is also why Diana doesn't need to market to grow her business - it comes from word of mouth from her clients.

Manual processes slowing growth

Elite medical supports a lot of pediatricians (PEDs). It's not uncommon for parents or guardians to forget to update their insurance after having a baby to make sure they are included on the family policy. If Diana and her team don't catch this before a bill is sent, the recipient will receive the full bill due to inactive insurance. The Practice Management systems in use today were built for manual processes that magnify these inefficiencies. There was no way to efficiently and quickly communicate to pre-selected cohorts to update their insurance status prior to billing to make sure bills would be sent out correctly - and more likely paid. On top of this, statements were mostly paper, payments needed to be manually posted, and check payments weren't deposited by physician office staff in a timely manner with the necessary supporting image. Operations were manual in a world where everyone was going digital.

Diana knew that the change needed required a new approach to patient interaction. Relying on practice management systems was not going to cut it due to the lack of focus on, and automation of, the patient experience. Digital communication was cumbersome, clunky and difficult to personalize, and paper bills were costing her money.

Digitalization and automation

Diana turned the patient experience on its head. She knew from personal experience that paper mail was an annoyance that is hardly opened or read in its entirety; texts and voicemails are engaged with nearly 100% of the time.

With Inbox Health, Diana threw away the traditional billing cycle that was built for billers, and digitized a new cycle around her patients' preferences.

This digital-first approach simplified the language so her patients understood their bills and targeted them through the medium they used the most. Even better, she was now easily able to reach out to patients with inactive

insurance all at once so bills would only go after insurance was updated (and patients would no longer ignore them).

Any concerns that Diana might have had regarding her non-PEDS older patients' comfort with the digital communication was quickly alleviated as **she noticed older patients not only using digital communication, but preferring it.**

The game-changer for Diana has been the automation of manual processes. Bills are now automatically sent out and Elite's clients are now realizing a shorter time between DOS and bill delivery and payment. Payments are auto-posted, reducing the work required by her team and potential human errors. With lockbox, all Elite's check payments are auto-posted with an image, so Diana no longer has to call the office to follow up on an undeposited payment, or a deposit made without supporting information.

Sharing the wealth

"I've never seen this much collection on patient balances."

When Diana heard this from one of her early Inbox Health adopters, she knew that it would be unfair not to offer the same benefits to all her clients. Now with all possible practices onboarded, her physicians' offices prefer to do most of their work within Inbox Health for more accurate and efficient auto-posted payments. **Inbox Health has become a competitive advantage for Diana**, and any new clients automatically receive the same benefits once they enroll with Elite. With the increased automation and patient collections, Elite's clients are happier than ever, and Diana is continuing to grow her business while strengthening her reputation.

Results:

- ✓ Increased velocity of capital
- ✓ Decrease in labor costs
- ✓ Reduced opportunities for human error
- ✓ Shortened visit-to-statement time

About Diana:



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ELITE MEDICAL BILLING