

# The Auctus Group Drives Growth Through Technology

→ “Auctus” is Latin for growth.

## John Gwin tripped and fell into the medical billing industry.

He was on a pre-med track when he took a job in medical billing off Craigslist. One job in medical billing led to another in plastics practice management, and John founded the Auctus Group in 2012, which specializes in dermatology and plastic surgery FinOps services. John started the company with \$700 and a laptop. Now 10 years later, his medical billing company serves practices nationwide.

The **Auctus Group** prides itself on providing the highest level of service to its clients, setting itself apart from other billers with a revenue guarantee. This client-and service-first approach is what motivates John to continuously evolve and look for ways to improve his team’s efficiency and increase his client’s revenue. He has always seen the value in using the right technologies to drive business.

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“The traditional way of doing billing is not going to cut it anymore, from both a profitability and technology standpoint. The time to get ahead of the curve is now.”

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## Manual process limiting growth

**After watching his team repeatedly spend hours manually reviewing patient statements to filter out cosmetic and retail sales data points, he knew he needed to find a solution to the problem.** It was becoming increasingly important to free up time in the day for his staff to focus on other revenue-driving tasks like insurance claims while maintaining a positive patient experience.

The Auctus Group’s patient workflow was manual, based on paper statements, and involved hours communicating with clients on the phone. Moreover, the manual process left greater margin for error. Since many services in plastics and dermatology are not covered by insurance, patient payment is often taken care of at the front desk. However, if the front desk forgets to apply the payment, the patient receives another bill for the same service in the mail, leading to confusion, frustration, and more phone calls. No one wants to receive a bill at home because of a posting or review error, especially when you have already paid. **The collection process was painfully slow and unfavorable for patients and practices alike.**

## Embracing technology

John has always seen technology as an important factor in medical billing. He was determined to find a software solution that would cut down his team's time spent on medial tasks, eliminate antiquated paper statements, and improve the patient experience. He admits some technologies have improved processes and others have caused more headaches for his team than benefits. But when technology functions properly, the impact is felt almost immediately. The latter was the experience when the Auctus Group teamed up with Inbox Health.

**“Inbox Health was accepted with open arms because it is easy to use, easy to learn, and has an immediate impact on day-to-day operations.”**

The transition was seamless. The technology allows patients to receive their bill and pay through digital channels (text and email), providers are satisfied that their billing team is prioritizing patients, and the Auctus Group is able to run more efficiently.

**One benefit that the Auctus Group did not foresee but has been a game-changer is the ability to automatically review statements based on preferred settings.** The Auctus Group has been able to set filters that catch bad data so patients do not receive erroneous bills.

**It used to take a full day to go through 2,500 statements manually from a single practice. The process is now reduced to minutes with automation.**

## Looking to grow

The Auctus Group has a growth-focused mindset. The amount of time John's team saves with updated software has allowed the Auctus Group to take on a higher volume of larger clients. As the billing company grows, all possible practices are onboarded with Inbox Health. John anticipates a large jump in revenue in the upcoming year.

**“Practices are looking for tech-forward companies that improve patient RCM.” John said. “We can improve the client experience and patient collections at the same time.”**

Above all, John is passionate about helping businesses and people grow.

“I enjoy building a business and giving people the opportunity to have an enriched lifestyle and grow personally and professionally,” John said. “It feels good when we see the impact.”

### Results:

- ✓ Improved patient experience
- ✓ Automated workflows
- ✓ Time saved on patient billing
- ✓ Reduced opportunities for human error



## About John:

**Name:** John Gwin

**Role:** CEO

**Company:** The Auctus Group

**Location:** Nationwide

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