Case Study / Keystone Medical Management

Embracing Technology to Improve Efficiency and Patient Experience

In 2018, Keystone Medical Management was at a crossroads.

The company was experiencing natural attrition in the department that would normally handle patient phone calls. Amy Koon, CEO of Keystone Medical Management, recalls exploring two options: stick with the same business model and rehire or try a solution to alleviate call volume. She and her team chose the latter and partnered with Inbox Health to assist with patient billing, support, and payment.

Their team felt the benefits immediately. **Inbox Health eliminated the need to hire two full-time equivalent (FTE) employees for at least two years, resulting in substantial time and cost savings**.

"We were able to leverage space, equipment, and payroll dollars in a completely different way," Amy said.

Focusing on Transparency and Connection

Today, Keystone Medical Management has grown significantly. With over 500 clients, Amy attributes the billing companies' success to their focus on core values, one of which is connection. Amy views Inbox Health as an investment in providing transparency, resulting in increased patient satisfaction.

"We need to have the same level of trust building from a revenue cycle management perspective as doctor's have in the exam room," Amy said.

Inbox Health's patient statements, for example, are designed so patients can easily understand what insurance paid, what they owe, and how to pay. The design creates a feel of transparency and proactively builds trust since the focus is placed on the patient experience from the first touchpoint.

"Communication increases transparency, transparency increases trust, and trust is the foundation of every real relationship," Amy said. "Patients do not have to hunt us or our clients down to get information. We're investing in providing transparency on patients' own time frame."

Reinvesting Resources

Prior to using Inbox Health, a significant amount of staff time was spent managing patient payments over the phone. Patients were unable to pay after business hours, and returning voicemails to collect payment was an inefficent use of staff time. With Inbox Health, patients are able to pay on their time, including after business hours, through a digital portal on their phone, tablet, or desktop.

"Collection speeds increased immediately," Amy said. "Patients who would normally pay in 35 days were paying in a week."

The reduction in phone calls meant staff were able to reinvest their time into more strategic areas of the business. Today, more attention is given to insurance claims, complex insurance denials, more advanced analytics, providing better reporting to clients, and additional availability to address client concerns.

Improving Scalability

As Keystone Medical Management grows, the business is prepared to scale with Inbox Health's infrastructure in place. Their clients also have access to advanced technology infrastructure without having to invest on the front end into its development.

"We are able to plug into a program that is established and add value to our service," Amy said. "Inbox Health is included in our cost. We feel it's inherent to providing a great patient experience and one of our differentiators."

Results:

- ✔ Patients pay up to 5x faster
- ✔ Increased payment accessibility
- ✔ More efficient use of staff
- ✔ Reduced call volume

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