

Case Study / Advanced Physical Medicine

Thriving with Automated Patient Billing

Candice Pollack has a picture from her nursery school graduation holding a sign that says, “When I grow up, I want to be a doctor.” Her passion for medicine only grew, and her involvement in sports led her to pursue a career as a chiropractor.

Candice opened **Advanced Physical Medicine** with a partner after she earned her doctor of chiropractic in 2010. Starting her own practice immediately after finishing school was not always the plan, but jobs were scarce due to the recession at the time, so she decided to give it a shot.

As the owner of the practice, she knew billing and insurance would be a part of business operations, but she did not fully grasp the scope. She and her partner were keeping track of payments using Excel, uploading claims manually, and spending hours on the phone with insurance. The learning curve was quick, but juggling treating patients and billing was challenging.

“We just didn’t have the time to follow up and collect claims,” Candice said. “I can’t imagine how much money we lost because of that.”

Advanced Physical Medicine needed a solution to manage the growing workload. After parting ways with one billing company, Candice connected with Red House Medical Billing, who uses Inbox Health’s platform, and was confident they had the tools in place to manage a high volume of claims. Inbox Health’s services were particularly attractive because patient statements are automatically sent after they are adjudicated by insurance.

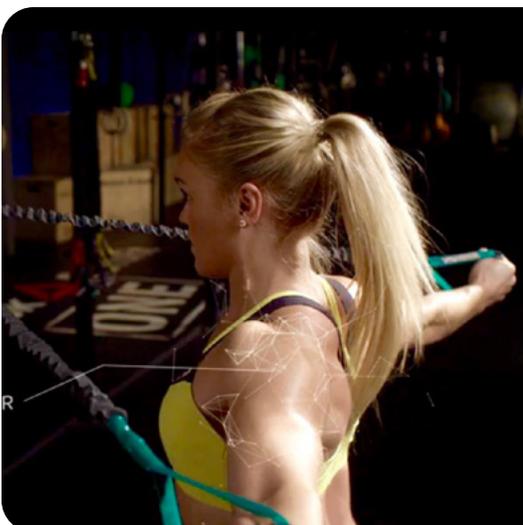
“Billing plays a huge role in the success of my business, and it’s especially important that patients receive statements in a timely manner,” Candice said. “The closer a patient receives a bill to the date of service, the more likely he is to pay.”

Candice also acknowledges the important role billing plays in the patient experience and makes it a priority to be transparent with cost of care. Her patients appreciate that statements through Inbox Health show the breakdown of the total cost, what insurance paid, and what they owe. Then, when it’s time to make a payment, there are no barriers. Many patients choose to keep a card on file, which increases the ability to collect at time of service, and the majority pay digitally.

Since implementing Inbox Health, collection speeds have increased, and feedback from patients has been overwhelmingly positive. Her clients love being able to pay through text and email, including the older population, whom she was initially concerned wouldn’t be comfortable using technology. Candice sees Inbox Health’s platform as a tool that helps with patient retention.

The combination of automated billing cycles, digital payments and support, and online scheduling keeps cash flow consistent and her practice running smoothly. With billing taken care of in the background, Candice is able to focus on treating her patients and growing other aspects of her business.

“[Before using Inbox Health], I was taking so much time out of my day to focus on patient billing,” Candice says. “Now, I rest easy knowing billing is taken care of, and I have more time to dedicate to patient care, social media, and accounting matters. Inbox Health is a game changer.”



About Candice:

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