

Case Study / Accu-Med Billing Solutions

# Leaning on Automation to Accelerate Business Growth



## Accu-Med Billing Solutions has been experiencing steady growth since 2005.

In early 2022, President Robyn Goldberg recognized that if she wanted to continue growing at the same rate, she would need to make changes to certain aspects of her operations. Patient A/R was an area where her team needed additional support.

Until 2022, sending patient statements was a manual process completed in batches. **With 35 to 40 clients, her team sent 4,000 patient statements on a single day.** After patient statements were mailed, the phones would ring nonstop with questions. **Since her business was in growth mode, she knew she needed to be proactive in finding an automated solution to managing patient A/R.**

Robyn stumbled upon Inbox Health at a billing industry conference. At the time, her company was small but in growth mode. She was looking to put a solution in place to handle patient A/R that made the most sense for her company and clients. Inbox Health appealed to her because it was integrated with her current software, automated a tedious process, provided her clients transparency on patient collections, and allowed her to respond to inquiries through an easy-to-use portal via text.

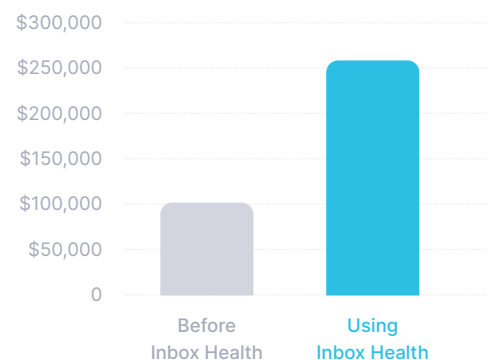
**According to a recent survey report conducted by Inbox Health, 48% of practices would like to offer text support in the next year.**

### 120-Day Results:

 **99%** of patients paid digitally

 **99%** of patients opted to continue to receive bills digitally

### Total patient collections for one account over one-year period



Since Robyn instituted Inbox Health, both speed and total patient collections have increased significantly. **For some clients, total patient collections more than doubled in one year.** With the platform, patient statements are automated and sent daily as opposed to in batches at the end of the month. She has found patients are more likely to pay if they receive a bill within a day of receiving explanation of benefits from their insurance company.

**“If the service is fresh in the patients’ mind, they are more likely to pay,”** Robyn said. **“I knew patients needed to receive bills faster, but I didn’t want to hire another employee to do the work or put another task on my agenda.”**

Inbox Health also works well for her clients. Each medical practice is able to personalize messaging on the patient statement to its preference. It also equips the provider’s front desk with transparency on the status of each statement, so when a patient comes in with a balance, the practice can go into the system and see when the bill was sent, opened, and received. If necessary, Robyn’s team can quickly generate another statement via email through the platform securely.

**“Accu-Med’s philosophy is a team approach with our clients,”** Robyn says. **“Inbox Health allows us to share**

**the platform with our clients’ front desks so that every patient with a balance can be captured at the point of service.”**

As Robyn takes on more clients and continues to grow, her priority is to put systems in place that keep her clients happy and allow her to run her business efficiently.

**“Automation and efficiency are two key components of growing my company,”** Robyn said. **“As a business owner, Inbox Health has taken a lot of manual tasks off my plate. I rest easy knowing patient A/R is done. It’s a seamless process.”**

Since implementing Inbox Health, Robyn sees improvements in productivity and workflow in the office. One of her staff members dedicates time to responding to questions that come in through the platform’s chat, email, and text features. She sees solutions like Inbox Health becoming commonplace for practices and billing companies.

Today, the phones in her office still ring, but in a way that is manageable for her team.

“Patients want to receive bills digitally.” Robyn said. “When you make it simple to take care of a bill, you are more likely to receive payment.”



### About Robyn:

**Name:** Robyn Goldberg

**Role:** President

**Company:** Accu-Med Billing Solutions

**Location:** Commack, NY

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