



National Billing, LLC

Kareo's Integrated Solution Leads to Speedy Growth

Billing

National Billing uses a collaborative business model for managing medical practices. They become literal business partners with clients, charging a flat percentage of income rather than hourly or per-claim fees. The model clearly works. The company has been doubling every year, and now serves over 100 practices in 30 states – every one of them on Kareo.

Challenge: Picking the Right Software

“I know that computerization is the key to physicians’ profitability, and therefore to our own,” says Michael Evans, MBA, founder of National Billing. “So, we have always insisted that our clients use practice management and billing software.”

This became a problem when he chose a large online software provider. “The service was so bad and unreliable that we lost every single client. We were on the verge of going under. Luckily, we discovered Kareo, and now use it exclusively across our company. We would definitely not be in business today – nor be this successful -- without Kareo.”

Solutions: Win/Win with Kareo

When a medical practice contracts with National Billing, they automatically receive the full Kareo suite. “We give them the entire package, all the bells and whistles, including EMR and client engagement functionalities, as part of our service. Then we provide hands-on support and customization to encourage clients to take maximum advantage of the software. The more Kareo options I can convince clients to use, the better it is for all of us.”

National Billing gives new clients a Kareo cheat sheet, with screenshots and guides for how to enter diagnosis codes. Their rep walks them through basic charting. They’re also shown how to enter procedure codes and submit information to National Billing for daily processing.

In addition, National Billing team members help clients develop test shortcuts and customized notes templates. They also install macros to help streamline coding. “When we can give them one code to replace 10 CPT codes, it’s a win for everyone,” says Evans.

Solutions: Back to School with Kareo U

All new clients – and internal employees – are urged to take Kareo University’s interactive training. In addition to the courses, they continue their learning with a live Customer Success Coach. If users have issues, Evans sends them directly to Kareo’s robust support team to work with the client.

“We’re not trainers. That is why we take advantage of the excellent learning opportunities that come with Kareo,” he explains.

“Having Kareo teach our clients and new employees has made our lives 100% better,” Evans continues. “It’s saving us at least a week during onboarding, freeing up our billers to do their regular jobs.”



“Having Kareo train our clients for us has made our lives 100% better.”

Michael Evans, MBA
CEO and Founder
of National Billing

Solutions: Simple but Sophisticated

Evans says that he appreciates Kareo's elegant design. "It always surprises newcomers that Kareo is so robust and powerful yet has so few windows to learn. The streamlined interface makes it much less intimidating for new users. Other software isn't like this," he notes

An example comes from Kareo's patient engagement component, which helps practices increase their online presence. National Billing uses it to create an online practice profile and landing page to help drive more traffic and improve visibility. It also makes it easier to communicate with patients. It's all part of the Kareo system, without requiring extra applications or stand-alone products.



50% cut in claim turnaround time



20% increase in client revenue



Training time reduced by one week for new clients

Solutions: Proven Profitability

Evans explains that doctors don't have time to worry about patient reminders, record keeping or intake details. "They need to focus on seeing patients. We automate all of the business functions for them with Kareo, giving them a seamless solution," he says.

"This allows them to make more money – and we make more too as a result," he adds. "In fact, I guarantee new clients that we will improve their revenue by at least 20%. That's how confident I am in the way we leverage Kareo's strengths."

A good portion of this revenue comes from faster and more accurate reimbursement. "Thanks to electronic EOBs and remittances with Kareo, we are able to cut the turnaround on time clients' claims by more than half -- from 30 to 60 days, down to just 14 to 20," says Evans.

Results: Saving the Day

Kareo has even saved the business of some of Evans' clients. "A physician came to us just a week or two away from bankruptcy," he says. "Our services turned around his practice. Now he's doing so well that he just moved to a larger office building. He recommends us to his colleagues and when speaking at conferences. In the past six months, he has sent us at least 10 new clients."

Other clients have had similar successes. One start-up came to National Billing recently looking for a way to bill out a new treatment for chronic pain. Other billing firms had not been able to help, and the practice was losing money fast. Evans and his team developed a working model to get the claims paid, and found a medical director to help manage the practice. Not only has the practice grown by over 300% but they are resolving patients' pain issues -- getting them off of opioids and other dangerous drugs. The practice grew quickly as a result, from one small office to three large locations with over 20 employees. The owner credits Evans, his company and Kareo for the speedy turnaround.

Conclusion: Superior Service

Evans believes in old-fashioned business practices. "All of our employees work in the office, not from home," he explains. "A live person answers every phone call in three rings or less, and we don't do voicemail. Every client gets one contact person, plus me, of course, so that they feel secure and well taken care of. It's all about creating and maintaining relationships."

Partnerships, he says, are key to everything. "We like to tell clients that we work with them, not for them. We're partners in the truest sense of the word – both with our clients, and with Kareo. Many of our clients have been with us since we started. And we have been with Kareo pretty much since they started. National Billing is living proof that strong relationships like these lead to long-term success."