



Success Story

ABS Business Solutions



Brittany Lawler
VP & Office Manager,
ABS Business Solutions, Inc



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ABS Business Solutions Wins 75% Patient Payment Success Rate With Kareo Automated Patient Billing

A fast-growing billing company discovered a way to use technology to clinch faster patient payments – and attract even more new clients – without a spending a single dollar on advertising. How? With “set-and-forget” auto billing from Kareo.

Challenge: Eliminate manual data processing

Brittany Lawler, vice president and office manager of ABS Billing Solutions, believes in leveraging technology to improve business efficiencies. “We’re power users of Kareo Patient Collect, which increased our collections revenue by 25% from day one,” Lawler explains. “But we still spent too much time on data entry. I wanted to automate wherever possible.”

Solution: Sophisticated auto billing with text invoicing

Lawler became an early adopter of Kareo’s Automated Patient Billing (APB). APB auto sets on a 19-day schedule. On Day 1, when insurance reimbursement comes through, patients receive a text & email with statement details and a link for credit card payment. If unpaid, a second text goes out on Day 3. A paper invoice gets



Results of APB Implementation:



75% of patients pay when receiving text notification



50% reduction in billers' time spent on credit card tasks



6 fewer hours spent on collection calls every week



\$56,000 additional revenue for a single client in 60 days



Kareo's APB has also slashed phone time. I now spend less than an hour a week, instead of six to eight.

Brittany Lawler, VP & Office Manager, ABS Business Solutions, Inc

mailed on Day 5, followed by another text and email on day 7 and a final mailed statement on Day 19. Automated reminders stop as soon as a payment is received.

Benefits: Instant revenue, less data entry and phone time

"In the first 30 days on APB, we collected a staggering \$100,000," says Lawler. "That was from just 37 accounts. I figure that 35% of patients act on a paper invoice. But with APB texts, we have a 75% success rate. It's incredible."

One practice whose receivables had gotten out of hand asked Lawler for help. "We put them on Kareo APB. In two months, they brought in 383 payments worth \$56,000," she notes. "In another similar situation, we collected 344 payments of old balances totaling \$36,000. Our clients have been delighted."

Patients have been pleased as well. "Patients feel much safer entering financial information themselves in APB rather than giving their information over the phone. They also like knowing their current balance. In general, they appreciate having more control over financial transactions," she says.

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ABS Business Solutions has grown from 300 clients to 400 in 18 months. But it has not added many staff—nor the need to advertise. "When providers see more patient revenue coming in, they spread the good word about us. We don't have to do a thing to attract new business," Lawler says.



Learn how you can get started today!

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Kareo is an industry-leading complete technology platform that helps independent practices grow, and scale their businesses. With more than 85,000 customers and 17 years of experience, Kareo has set the standard for how practices deliver and manage patient care. Our integrated technology enables providers to offer a modernized practice to help transform patient outcomes and drive better business results.

