Case Study: Billnet Solutions

Billnet Solutions is a South Florida medical billing company working with a wide range of medical specialties. Billnet offers numerous services to help health care providers improve their cash flow, including both paper and electronic claims submission, reimbursement claims, patient billing, initiation of collections, and status reports. They work with all types of insurance as well as Workers' Compensation, and provide their clients with online account access at all times.

The Problem

The EMR is the basis of medical billing in the modern age, and effective billing requires high-tech solutions. Billnet Solutions needed software that would allow them to provide both billing and revenue cycle management (RCM) services. Billnet wanted a fully integrated, cloud-based solution that was compatible with mobile technology and allowed for easy expense tracking. The software had to be compatible with the high amount of complexity involved in medical billing, while still being affordable.

Apart from the stringent technological needs, Billnet encountered another problem: many EMR vendors were beginning to offer medical billing instead of just EMR software. This meant that most software options required billing companies to team up with their own competition. Billnet needed a "white knight" solution that would provide a true partnership.

Analysis

The EMR has revolutionized medical billing over the past couple of decades, making it simpler and more effective than ever. The EMR can start tracking information at the moment an appointment is made, and be updated and shared at a moment's notice. Billing can be based on up-to-date information that provides plenty of information for claims. The depth of this information is matched by the complexity of using it, a complexity which is only increased by the many medical specialties and types of insurance companies and medical payers.

Companies that work with medical billing and RCM often face a world where it's increasingly difficult to get payment for claims. As insurance companies create more intricate rules for payment, getting them to pay up can require more work on the part of billing companies, who operate on relatively small profit margins. This means that a good ROI from software is particularly important, as is finding the right software on the first try.

Large EMR vendors are well known and widely used, but they come with some downsides. As mentioned above, they often compete with billing services. Poor customer service is par for the course in an industry where timely help is key, and poaching is a problem. The software offered by large EMR vendors tends to be outdated, clunky, and expensive, and often takes months to implement.

The Solution

Billnet Solutions turned to iSALUS OfficeEMR Billing Solution as a flexible, modern billing software. Because iSALUS does not offer medical billing services, they were able to work with

Billnet Solutions in a true partnership. iSALUS had already built solid relationships with billing companies throughout the United States, so they were a fully vetted solution. Billnet was also attracted to the fact that iSALUS met their requirement of being cloud-based, which increased the usability while reducing the cost of infrastructure and upkeep.

iSALUS worked with Billnet to set up software that could track many patients across multiple clinicians, accommodating the need for multiple users. The software could also be adjusted to work with many different specialties, a must for Billnet. Together, they created a process that streamlined claims processing, speeding up the process while improving the quality of the claims that went out.

Finally, iSALUS worked to make the transition as quick and seamless as possible. The cloud-based program allowed for almost immediate implementation, and the simplicity of the software made it possible to train the staff quickly.

Results

iSALUS worked with Billnet to ensure a smooth transition to the new software, providing tools like a partnered pricing program, marketing and sales support, and an experienced staff. The results were dramatic. Since implementing iSALUS in 2010, Billnet has seen $10,000 in additional sales each month, along with a 10-20% increase in efficiency. This translated to a dramatically high ROI and cost savings.

The results have been felt by Billnet and their clients alike. Billnet enjoys the simplicity and accessibility of the software, stating that compared to competing products, it's "*The difference between using a smart phone or an old flip phone. ISALUS is super easy to use.*" Meanwhile, their clients have given glowing reports, stating that collections are higher and the process is much simpler.