

CASE STUDY

Hendersonville Pediatrics **Increases eStatements by 91%** With InstaMed



Hendersonville Pediatrics is an independent physician owned and operated practice, committed to delivering quality, state of the art, comprehensive and compassionate healthcare for the children of Western North Carolina.

Results With InstaMed

- ◆ Total patient payment volume **increased by 82%**
- ◆ Total online payments **increased by 123%**
- ◆ **20% of statements** are electronic
- ◆ eStatements **increased by 91%**

The Challenge

Hendersonville Pediatrics relied on paper statements that confused and frustrated the families of their patients, all while increasing call volume to staff with payment questions.

The Solution

With InstaMed, the practice now sends eStatements that families can easily understand what they owe and how to pay, which increased collections and reduced friction.

“Previously, our system would send out statements that our families just couldn’t understand. We were getting tons of phone calls with billing questions. With InstaMed Patient Statements, families quickly and easily understand their balances. Not having to explain balances saves us so much time every day. We’ve even noticed a steep decline in call volume related to billing questions – all because of InstaMed’s statement design.”

BJ Estes, CPC, CEMC, Billing Supervisor
Hendersonville Pediatrics

A Deeper Look

The Challenge

Old Paper Statements Increase Confusion and Call Volume

Hendersonville Pediatrics relied on paper statements to collect balances their families owed after a visit. Previously, the statements only added confusion and frustration to the payment experience at the practice. The balance did not reflect insurance adjustments or clearly outline what the family owed. Sometimes, families would receive a statement with an amount due even if they didn’t owe anything. Families would often call with questions about the statement, which increased the workload for staff.

Few Opportunities to Pay With Paper Checks and Phone Calls

In addition to the statement frustration, families had limited options to pay their balances. This included giving payment information to staff at the front desk or over the phone. Families could also return the statement coupon in the mail with a paper check or write in payment card information. If a family opted to pay a large balance over time, the staff had to call each month and take the payment over the phone.



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The Challenge

Lack of Payment Integration in Practice Management System

Hendersonville Pediatrics leverages Office Practicum, a popular practice management system with pediatric practices for patient records. Office Practicum is a robust system that captures and retains the important clinical information about each patient, but the patient's clinical experience is only half of the journey. Office Practicum alone does not offer visibility into the payment side of the experience. The practice wanted to capture all interactions – both clinical and payment – in one place for the full picture.

The Solution

Enhanced Statements With InstaMed Reduce Friction and Workload

Hendersonville Pediatrics now leverages InstaMed Patient Billing for patient statements, which offers an intuitive, consumer-tested design that makes it easy for families to understand how much they owe and how to pay. Since this solution was implemented, the total patient payment volume increased by 82 percent. The statements have also improved the overall experience with the practice as families now trust that the amount due is what they actually owe.

With InstaMed, families can now enroll in eStatements to keep track of their balances quickly and easily. This option increased by 91 percent since first introduced to patient and now makes up 20% of all statements to families. The new statements have helped to greatly reduce call volume for the practice and let staff focus on more productive work.

Expanding Payment Options With Automated and Online Tools

The new statement design clearly calls out the payment options available to families, which expanded through the practice's partnership with InstaMed. If families need time to pay down a large balance, the practice can set up an automated payment plan for the family. Plus, families can now manage all of their payment information with the practice, including eStatements and balances, in the InstaMed Patient Portal. Families can also receive online payment reminders through text message alerts. As a result, total online payments increased by 123 percent.

Seamless Integration Between Office Practicum and InstaMed

Hendersonville Pediatrics found InstaMed as an integrated healthcare payments partner with Office Practicum. Through this partnership, the billing department can view all patient information in one place with single sign-on functionality. This also means that the staff can process and post patient payments directly in Office Practicum with InstaMed – saving time and increasing productivity.

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