Dr. Packer Outsourced His Claim Management to Decrease Denials, Cut Costs, and Grow Revenue

Practice Background

Dr. Casey Packer is a certified optometric glaucoma specialist, therapeutic optometrist, and owner of Lone Star Eye, located in Austin, TX. Opened in 2010, Lone Star Eye is an optometric practice equipped with state-of-the-art technology to diagnose and treat most ocular conditions. ThreeBestRated.com name Dr. Packer as the top pediatric optometrist in Austin, TX.

Challenges:

• A small staff with limited claims management knowledge
• High denial rates
• Low revenue from claim reimbursements

Solutions Used:

• VisionWeb Insurance Revenue Cycle Management

Results:

• Increased revenue
• Reduced denials
• Access to reports on claim performance
• Improved work-life balance

Challenges

Operating with a small staff, employees at Lone Star Eye often have to wear multiple hats to run the business efficiently. Unfortunately, the dual responsibilities lead to burnout and a lack of focus and knowledge in key areas of the business. One function of Lone Star Eye's business that was impacted by this was their claims management.

Managing insurance billing in Dr. Packer's practice was a time-consuming, yet crucial, contributor to his practice's success. But, the success of their claims management relied on his billing manager's limited knowledge of the insurance world coupled with the constant attention on managing other aspects of the business. These limitations caused Lone Star Eye to miss out on a significant amount of revenue from claim reimbursements.

Solution

Understanding that he needed a way to reduce denials and increase revenue from claim reimbursements, Dr. Packer sought out a billing service to manage the entire claim lifecycle for his practice. In his search, Dr. Packer was looking for someone who demonstrated the ins and outs of insurance billing and could work with his current practice management system without disrupting his normal office workflow.

VisionWeb

That's when he found VisionWeb's Revenue Cycle Management Service. VisionWeb's RCM service met the criteria that Dr. Packer was expecting from an optometry-specific claims management service provider. Dr. Packer notes that, "The transition to using the service was absolutely seamless. We were up and running quickly, and our denial rate dropped before my eyes."

Results

Since using VisionWeb's Revenue Cycle Management Service, Dr. Packer has gained confidence in knowing that his claims are being managed correctly while maximizing practice profits from reimbursements.

With VisionWeb's Revenue Cycle Management Service, Lone Star Eye benefited from:

◆ Increased revenue from claim reimbursements

◆ Lower denial rate

◆ Insight into how his practice performs against state/national averages

◆ Improved work-life balance

◆ More time to focus on core responsibility of patient care

"Not only did our denial rates drop significantly, but outsourcing this service also opened up a workstation in my office for another employee and was less expensive than having a full-time, or even part-time, employee dedicated to processing claims in my office. It's a service that pays for itself in savings and employee expenses."

- Dr. Casey Packer

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