

How Two Rivers Eye Care Reduced Time Spent Managing Claims by 97%



Practice Background

Focused on contributing to a lifetime of healthy vision, Two Rivers Eye Care, located in New Braunfels, Texas, provides each patient with the highest quality eye health care by remaining at the forefront of the optical industry and offering the latest in eye care technology, professional services, and products.

Challenges:

- Thousands of dollars in write-offs due to missing outstanding claims, rejections, and denials
- Practice growth hindered by in-house billing issues
- Balancing focus between patients and claim management

Solutions Used:

- VisionWeb Insurance Revenue Cycle Management

Results:

- Reduced time spent working claims from 40 hours/week to 1-2 hours/week
- Increased claim reimbursement revenue
- Improved patient-focus and practice efficiency to foster practice growth

Problem

Two Rivers Eye Care is a small, family-run optometric practice with a staff of six, a full-time optometrist, and an associate optometrist. With nearly 40 exam visits scheduled each day, employees at Two Rivers Eye Care have to juggle many responsibilities to ensure that the patients entering their practice are given proper attention and care from check-in through check-out.

When it came to managing insurance claims, Two Rivers Eye Care relied on an in-house billing manager to submit claims through a clearinghouse and handle the claim process. However, after parting ways with their in-house biller, Steve Wiggins, office manager and co-owner, and his wife Dr. Natalie Wiggins realized that there were a lot of missing claim submissions, outstanding claims, claim rejections, and denials.

Coming off a year where Dr. Wiggins and Steve had to write off thousands of dollars in unpaid insurance claims, they were reminded that their role in operating an eye care practice is to focus on the patient and ensure that their vision needs were met, not on managing the claim process.

"When my wife first started out in optometry, she had time to teach herself the billing process. But as the business grew, she wasn't able to focus on that and on delivering patient care at the same time. As our practice continues to grow, having VisionWeb's billing experts manage the claim process in the background for us makes sense because it can scale to our practice needs. I look at VisionWeb RCM as one of my employees, and I trust them to make sure we get paid."

- Steve Wiggins
Office Manager/Co-owner

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Solution

After identifying the problem in their billing department, Steve sought the expert advice of Jerry Godwin, owner and consultant of Optometric Medical Solutions (OMS). Trusting in Godwin's decades-long experience in advising eye care practices on how to increase profits and run efficiently, Steve and Dr. Wiggins followed Godwin's recommendation of having VisionWeb's Revenue Cycle Management Service handle their insurance claims so Two Rivers Eye Care could focus on improving patient care.

"When we signed on with VisionWeb's RCM Service, they were quick to get us set up and, within a matter of days, we were already seeing the positive impact of switching to an external RCM Service for our growing practice," said Steve Wiggins, Office Manager and Co-owner of Two Rivers Eye Care.

Results

The confidence and revenue generated by partnering with VisionWeb's team of optometry-focused billing specialists to manage their claim cycle has helped Steve and Dr. Wiggins focus on scaling their optometric practice to the next level.

With VisionWeb managing their insurance claims, Two Rivers Eye Care has:

- ◆ Reduced time working claims from 40 hours/week to 1-2 hours/week
- ◆ Increased revenue from claim reimbursements
- ◆ Improved patient focus to enable their business to scale and see more patients