How a Cold Start Decision Led to Increased Profits, Time, and Insights for Dr. Kaufman

Challenges:

• More time to focus on caring for patients and marketing the practice
• Need for competent, efficient, and affordable claims management process

Solutions Used:

• VisionWeb Insurance Revenue Cycle Management

Results:

• Reduced insurance receivables
• Quicker claim processing times
• Near elimination of expired claims
• Decreased payroll expenses
• More time to focus on patients, family, and business improvements

Practice Background

Dr. Katie Kaufman, OD is the owner of Westlake Eyecare & Boutique in Austin, TX. A licensed Therapeutic Optometrist and Glaucoma Specialist, Dr. Kaufman founded Westlake Eyecare & Optical Boutique to provide a personalized eyecare experience for kids and adults of all ages. Utilizing the industry's latest technology, Dr. Kaufman and her team ensure that their exams and procedures yield excellent results for every pair of eyes they treat.

Challenges

In 2012, after completing extensive internships around Texas, Dr. Kaufman set out to open a practice of her own in Austin, TX. Knowing from day one that her chief focus as an OD and business owner needed to be on providing quality patient care and marketing her practice to her community, Dr. Kaufman sought out to identify parts of the business she wanted to control in-house, and those that would be more beneficial outsourced to experienced professionals.

"I knew medical and vision billing was time-intensive, tedious work and really wasn't something that I was an expert in myself. Rather than learn the intricacies of medical billing, I set out to look for a service provider who was competent, efficient, and affordable for my start-up practice," said Dr. Kaufman.

Solution

Through word of mouth referrals from close colleagues and peers in the eyecare industry, Dr. Kaufman selected VisionWeb's Revenue Cycle Management Service because of their trusted reputation, and the ability to provide her with what she needed to outsource her practice's insurance claim management.

Results

In the practice's infancy, to ensure she could continue to provide optimal optical care to her community, it was important that her revenue stream was steady and free of expired and denied claims. Since selecting VisionWeb's Revenue Cycle Management Service for her practice, Dr. Kaufman has gained peace of mind that claims are being filed correctly and reimbursements are coming in on time.

To help Dr. Kaufman make vital decisions that drive her practice towards future success, reporting dashboards offered through VisionWeb's service provide her with insights into codes that routinely get denied, reimbursements and denials by carrier, utilization reports, historical practice performance, and comparative reporting against state and national averages.

VisionWeb's Revenue Cycle Management Service has helped Dr. Kaufman separate her practice from her peers with:

◆ Reduced insurance receivables

◆ Quick claim processing times

◆ Near elimination of expired claims

◆ Decreased payroll expenses

◆ More time focused on patients, family, and business improvements

"As the OD, you can't try and be an expert in everything. Your primary responsibility is providing the best patient care possible, and if you try to do too much with your time, other things will suffer as a result. As a business owner it's easy to fall into the mantra of frugality. However, there are times when to exploit the economies of scale that come with outsourcing a service is just as valuable as knowing when to bootstrap."

- Dr. Katie Kaufman
Westlake Eyecare & Boutique

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