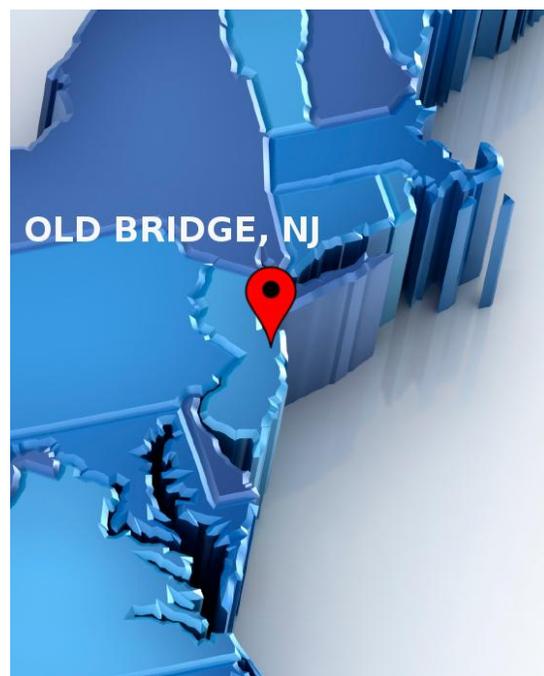


## AFFORDABLY CALL 100% OF PATIENTS EVERY MONTH

“We were facing a growing challenge of more patients who had outstanding balances. Extra statements were not proving effective, so we tried using our staff to call, which was too costly in terms of staff time.” Said Geetha Bharatram, Owner of Lakshya Billing Company. “Now, with 1-800 Notify, we can call every one of our patients every month, while our staff can stay productive with much more valuable activities. What’s best is it is very affordable!”



Lakshya Medical Billing has been in business since 2003 and is located in Old Bridge, New Jersey. They support 20 medical providers with a staff of 8.



***“The Billing Reminder Calls allow our staff to focus on collecting money and answering patient questions rather than dialing phones and leaving messages!”***

## DID YOU GET YOUR STATEMENT?

As soon as the statements are mailed, the staff will upload the calling file and schedule the calls to start one week later. This is enough time for the patient to receive their invoice. The call says, “you should have just received your statement,

Lakshya sends more than 1,000 statements every month and uses 1-800 Notify Billing Reminder Calls to help ensure patients receive statements, get a chance to pay before being sent to collections, and several other reasons.

Continued on next page...

if not press 2 to speak to our office.” This confirms that every patient received their statement and is a gentle reminder to pay the invoice while it’s fresh in their mind. Some messages say “press 2 to pay your bill securely using a credit card over the phone.” This helps improve payment rates by offering a convenient way to pay. “We have seen a high 20% contact rate from messages left by the reminder calls. This allows our staff to focus on collecting money and answering patient questions rather than dialing phones and leaving messages!” says Geetha.

## PRE-COLLECTIONS AND MORE

Lakshya also sends other types of messages to patients. Those who have not paid their bills for 90 days receive a special pre-collection message telling patients that “this is your final warning and last chance to make a payment before being sent to collections.” Some clients have patients who receive payment checks directly from the insurance companies that need to be endorsed and sent to the provider. These are more complicated and lengthy calls, but 1-800 Notify handles them just fine.

## EXCELLENT CUSTOMER SERVICE

Lakshya supports many billing systems with which 1-800 Notify was able to quickly develop compatibility. File formats can include Excel- files to the same PDF report used to generate the paper invoices. The 1-800 Notify system was able to “read” all the various formats. Occasionally Lakshya brings on new clients who use different billing systems and require new scripts. To get the process started, Geetha securely uploads a sample data export file or report from the new billing system and emails the new script. “Usually, I have the new system supported and new script professionally recorded in just a day or two. I love how fast my requests are handled,” said Geetha.



Lakshya  
Medical Billing



“—————  
*For the first time we can cost effectively reach 100% of our client’s patients by phone – improving collection rates. Now, my staff is able to focus on appeals, insurance follow-up and more valuable activities.*

—————”