

Optometry Coding & Billing Alert

Billing Case Study: Give Your Optometry Billing Collections a 6-Step Makeover

You may have to implement major improvement changes in your optometry practice to get the collections results you want. But restructuring will yield awesome results for your collections rate, as it did for **Monica Roybal**, at St. Vincent hospital, the Santa Fe Regional Medical Center in New Mexico.

Roybal's collections staff decreased their 90-120+ days A/R from 40 percent to 15 percent in just one year when they implemented these steps:

1. Reassign the billing team to insurance groups (Medicaid, BSBS, PHP, etc.).
2. Analyze the month-end insurance A/R and the percent trends of their insurance assignments.
3. Conduct minor audits on daily work prior to closing or processing claims to ensure clean claims and accurate receipt posting. Conduct more extensive audits if the numbers reflect increased write-offs in a particular area.
4. Have your business manager scan over the aging sheets to tackle large, older balances.
5. Rotate which employee takes phone duty or file paper claims to evenly allocate administrative tasks.
6. Share success stories and strategies at weekly meetings.