

CASE STUDY

Virginia Physicians for Women **Streamlines Patient Collections** in Greenway Health With InstaMed



Virginia Physicians for Women (VPFW) is an OB/GYN private practice in the greater Richmond, Virginia area with 32 physicians across 6 locations.

Results With InstaMed

- + **Increased** payment transactions by 20%
- + **Save 20 hours** a week in staff time
- + **Reduced** PCI scope by 99%

The Challenge

VPFW was challenged by increasing patient collections that relied on manual posting and reconciliation processes in Greenway Prime Suite[®] – costing more time and money than necessary.

The Solution

VPFW has increased payments from patients with InstaMed payment solutions and streamlined processes through seamless integration in Greenway Health to maximize staff time and effort.

“We are committed to remaining an independent OB/GYN practice, but efforts to collect from patients and unpaid balances were a significant roadblock in that mission. InstaMed payment integration within Greenway Prime Suite[®] eliminates the considerable time and cost burden of manual processes to scale our workforce, while increasing payment collection from patients. We found with InstaMed Patient Payments that patients are willing to pay balances of all sizes when they have the right tools. Since integrating InstaMed payments with Greenway, we are saving 20 hours a week in staff time and increased payment transactions by 20%.

Bridget Blakemore, Chief Operating Officer
Virginia Physicians for Women

A Deeper Look

The Challenge

Unpaid Patient Balances: A Real Threat to an Independence Practice

VPFW is a private practice led by a team dedicated to remaining independent. In the last few years, VPFW leadership realized that increases in patient balances were threatening the practice’s independence. The practice was challenged to collect more from patients with expensive and staff-dependent processes. In fact, leadership found that it was more cost effective to not send a paper statement for patient balances under five dollars – often leaving those balances unpaid.

Adding Up Patient Collections: The True Costs of Legacy Processes

Patient balances of all sizes were becoming a significant burden on VPFW resources and requiring more staff time. This was largely due to a reliance on paper statements and manual payment options, including payments in-person, over the phone and via mailed paper checks. In addition, VPFW staff would have to manually post the payment to disparate systems – leaving room for entry errors and increasing security risks.

Pain of Disparate Systems: Manual Posting and Reconciliation

VPFW leverages Greenway Prime Suite[®] for patient data on the clinical side. Greenway Health is a leading vendor of EHR systems for independent practices like VPFW. However, leadership at VPFW wanted to capture payment data for patients in Prime Suite[®], too. Previously to do this, staff posted the payment manually, which took about an hour of each person’s day. Staff would then end each day by manually reconciling payment receipts against the posts. If the balances did not match, staff would have to correct the issue and that could take up to an hour.

The Solution



Results With InstaMed

- ✦
Increased payment transactions
by 20%
- ✦
Save 20 hours a week in
staff time
- ✦
Reduced PCI scope by 99%

Seamless Payment Integration in Greenway Health With InstaMed

VPFW found InstaMed as an integrated healthcare payments partner with Greenway Health. Through this partnership, the VPFW staff can view clinical and payment information for patients in one place with single sign-on functionality. With InstaMed, all payment transactions post directly into Greenway Prime Suite® automatically – regardless of where the payment is accepted. Plus, InstaMed offers robust reporting tools and insights to empower VPFW leadership with real-time payment visibility and trends.

Automated Tools Maximize Staff Collection Efforts

The InstaMed payment integration supports VPFW's mission to remain independent by supporting and maximizing staff collection efforts. VPFW staff can post and reconcile payment directly in Greenway Prime Suite® with InstaMed. The automated payment posting eliminates manual posting errors and extra work for payment reconciliation at the end of the day. Overall, VPFW saves 20 hours a week in total staff time with the automated payment posting in Greenway Prime Suite® through InstaMed integration.

Convenient Payment Options Increase Patient Collections

InstaMed payment solutions improves patient collections at VPFW to both increase payment volume for the practice and deliver a better payment experience to patients. VPFW offers patients multiple ways to pay with InstaMed Patient Payments, including electronic options that are more convenient to patients. Now, VPFW collects more balances of all sizes from patients with fewer resources, especially the smaller balances that can really add up. InstaMed increases payments for VPFW – 20% increase in payment transactions in one year – to help the practice remain independent and support its growth in years to come.

“Before working with InstaMed, payments were manually posted and then checked at the end of each day to ensure they matched credit card payments collected. With InstaMed and Greenway Health integration, that’s no longer a step. They’re all posted automatically in Prime Suite® with InstaMed.”

“Payments collected from patients are posted automatically to Greenway Prime Suite® through robust integration with InstaMed. This also streamlines our reconciliation processes as there is no margin for error that we had with manual posting. We’ve also significantly reduced our PCI scope with InstaMed integration, especially with secure self-service tools that empower patients to enter payment information themselves.”

Bridget Blakemore, Chief Operating Officer
Virginia Physicians for Women

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