



## PATIENT BILLING: Outsourcing Statements

### At a Glance

Borland-Groover has a clear objective: Provide personalized service to its patients through exemplary patient care and targeted patient communications. Borland-Groover Clinic, specializing in liver and digestive diseases, has specialists in the areas of gastroenterology and hepatology. Borland-Groover also operates the Jacksonville Center for Endoscopy.

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“Outsourcing non-core critical functions makes good business sense. Since outsourcing our patient statement print and mail to Lanvera, we have enjoyed the benefits of sending statements faster and receiving payments sooner .”

Christy Stafford, Director Information Technology, Borland-Groover Clinic

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### The Problem

The healthcare industry faces unparalleled demands. Patient privacy is at the forefront of everyone’s mind. HIPAA and increasing regulatory requirements have brought a sea of paperwork with new procedures, adding expenses to assure compliance. With healthcare costs continuing to rise while reimbursements decline, there is real pressure to reduce costs while providing personalized service to patients and delivering on a commitment to patient care. Borland-Groover clinics face all of these challenges.

Borland-Groover oversees multiple unique patient care practices. Generating and sending patient statements from all of them creates multiple challenges.

1. Two Borland-Groover practices use the same practice management software to generate patient statements. Because of this, all statements looked the same even though they are billing different types of services. Instead, Borland-Groover wanted to send patients documents that were specific to each practice.
2. Borland-Groover had a desire to streamline statement processing and print statements. Because statement processing was done in-house, the daily process took over three hours to complete each day. Patient statements were not getting out of the door in a timely fashion, therefore the patient payment was delayed. Borland-Groover was looking to speed up the process, create efficiencies and save money along the way.

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### The Solution

Reformatting the patient statements was key to Borland-Groover in order for the company to differentiate their statements across lines of business. Lanvera was able to create unique statements for each practice, providing the differentiator Borland-Groover needed, something it could not accomplish within its practice management software.

Lanvera was also able to process, print, and mail Borland-Groover's patient statements within one day, creating faster delivery to each patient, thereby accelerating the receipt of patients' payments.

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"By outsourcing our invoices with Lanvera, we are able to distribute clear, concise documents that reduce billing questions. We are pleased that Lanvera was able to customize our invoices to create different looks across our lines of business."

Heidi Harrell, Director of Business Operations,  
Borland- Groover Clinic

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### The Results

Today, Borland-Groover is able to focus on its core operations, while Lanvera processes its patient statements. Statements are going out in a timely manner, allowing for quicker payments back to the practice. Because of the statement's unique look, Borland-Groover is able to better differentiate their lines of business in a professional, clean manner. Additionally, because of outsourcing, Borland-Groover no longer fears equipment malfunction and long delays due to manual statement processing. Lanvera saves Borland-Groover critical time and money.

### Borland-Groover Background

Borland-Groover serves North, Central, and South Florida as well as Southeast Georgia from 15 offices and 16 hospitals. The company originated in the 1940s in Jacksonville with the practice of the late Dr. James L. Borland, Sr., who was a pioneer in clinical gastroenterology. The Clinic has grown to include doctors with experience in basic science and clinical research, including several active clinical research areas in hepatitis, therapeutic endoscopy, and 'outcomes' treatment studies.