

ABB Verify Drives 350 New Appointments

The ABB Verify Practice Dashboard offers a reporting function that pulls together data that would normally take staff hours to collect.

Jason Flores, OD, of Rancho Cucamonga, California, uses the report to identify missed opportunities to connect with patients who have previously been to the practice.

The report includes

- the number of patients who received messages regarding unused benefits and took action
- the number of plans identified from cross-checking insurance plans
- the number of patients discovered with secondary insurance pair benefits
- the number of patients with secondary insurance

Dr. Flores says he has tapped into potential patient interactions by using



Dr. Flores

Verify. The system analyzed 3,500 patients, and of those, 1,500 patients had available benefits. Contacting them through the automated Verify resulted in 350 appointments by patients in need of eye care services.

Help patients understand their benefits

Verify messages are specific and personal. This custom notification can lead the patient to scheduling an appointment for eye care services. That specific notification that explains any remaining allowance or additional benefits is very useful,

says Dr. Flores. That's also the case if patients have delayed a visit simply because they are unsure of their benefits. Your practice can help them understand through these ABB Verify notifications. The message is clear and straightforward, so patients can take advantage of their benefits right away. The system takes

care of the work, so your staff members can use their time creating moments that matter with patients.

Don't give up hope on patients who have not visited the office in a year or two. "That's when we need to make sure that we are reaching out to them," he says. "And this is a system that allows us to do that without using resources in the office." It reminds patients that you are there for them.

Get correct payments, more often

There are a lot of details in an ever-evolving world of insurance verification. Let Verify be your expert, helping you to reduce write-offs and underpayments from vision care insurances. Fill your chair time with patients who understand their eligible benefits and are ready to spend. Dr. Flores has found that messages from Verify can shorten the time between visits and helps patients understand better what their benefits will be when they get there. **PA**

A BOOST TO BUSINESS

There's opportunity to succeed with ABB Verify in a variety of practice settings. **Paul Vaccarella, OD**, president of Family Eye Care Services in Bridgewater and Rockaway, New Jersey, sells contact lenses only in his LensCrafters locations. He was an early adopter of using Verify because he saw potential in identifying patients who needed to come back for eye care services.

Dr. Vaccarella says that this tool has helped him fill his patient schedules while he and his staff handle other tasks. He appreciates the insurance verification side of Verify, as some insurance plans have become more challenging to access. He says that having a centralized location to quickly retrieve patient information has been valuable.

Messages make a difference

The messages sent make a real impact. "I think it's also good to point out that



Dr. Vaccarella

there's no harm in trying it—that you're not signing up for a long-term commitment," says Dr. Vaccarella. "You can see right away what your ROI is on exams, and you know it's simple math to see whether it's worth it for you or not."

In one of his practice locations, 2,926 messages sent to patients resulted in 156 appointments created with roughly a 5% conversion rate.

His other location sent 1,682 messages, which translated to 90 scheduled appointments.

Ready when you are

Dr. Vaccarella says that when his

practice became very busy, he temporarily discontinued using Verify. Yet he found himself returning to this resource when a slower period came. He's not alone—approximately 60% of practices that have stopped Verify at some point have returned. Stepping away allowed him to see the true potential of the tool. "I felt that while I was using it, there was definitely a bump in business," he says. "Even if only a fraction of patients creates appointments, it's more patients back in the office," he adds. **PA**

ABB Verify

**40% REDUCTION
IN STAFF INSURANCE
LOOKUP TIME**

