



# Collection Agency Sees Double-Digit Increase in Insurance Collections with ABILITY



# The challenge

Collection agency faced limited data and insurance carrier access that hindered recouping payments

As a collection agency for providers such as radiology groups, urgent care facilities and hospitals, Gulf Coast Collection Bureau must locate insurance efficiently and quickly. Since the accounts are often 90 to 120 days old, timely filing is critical. With a previous vendor, the agency hit roadblocks getting the most useful data from the most valuable carriers such as Blue Cross Blue Shield. Limited data and delays reduced the agency's collection rate.

**“About a quarter of our revenue is generated from insurance payments. We get these accounts a little bit later in life, so we have a very small window of opportunity,” said Chief Operating Officer Marie St. James.**

The platform they were using was very complex and not user-friendly. Agents had to spend time navigating the software and struggled to access data in a readable format.

A more efficient and proactive approach was required, and ABILITY Insurance Discovery was the perfect addition.





# The solution

User-friendly, customizable platform allows for easier navigation

With ABILITY Insurance Discovery customizable online platform, the collection agency could easily view the data they wanted to see without time constraints or hassle.

Uncovering the data they needed became a much easier task that helped minimize guesswork and reduce inefficiencies.

“It’s great to be able to check off boxes and pull in the data that you actually need,” St. James explained. “Our agents simply log in and choose the categories they want to see, whether it’s a specific insurance company, active or inactive coverage. They can quickly determine the probability of a particular insurance being for a specific person.”

Batch search capabilities and dynamic filters within the innovative tool help the agents speed up data mining and focus more on those accounts that are eligible for collection. Before having access to ABILITY, the agents were dealing with a complex platform that created deficiencies in the information they received.

# The results

Advanced algorithms increase **insurance collections by 10%**

ABILITY has helped the collection agency sort account information and access only the data they want to see for a more streamlined workflow. Their agents can quickly extract information and get claims out the door.

The application is valuable, St. James explained, because it fills in gaps to link self-pay patients with payers. “We start with providing just basic info like name, address, date of birth, etc. A lot of other vendors require a patient ID number, which is something we don’t have, and that limits their effectiveness.”

**Because of ABILITY, Gulf Coast Collection Bureau has moved beyond individual searches and can process batch searches of carriers of all sizes for greater efficiency.**

With easy identification of primary, secondary and tertiary coverage, the collection agents can find insurance that their clients were unable to identify. As a result, clients have noted an improvement in dollars collected while reducing complaints and improving patient satisfaction.

## At a glance

Name: **Gulf Coast Collection Bureau**

Website: **[www.gulfcoastcollection.com](http://www.gulfcoastcollection.com)**

Location: **Sarasota, Florida**

Type: **Provider collection agency**

**Success with ABILITY: Improved insurance collections by 10%**