

Turning a \$10M Billing Backlog into a \$3.8M Recovery

A Maine-Based Eye Clinic's
Case Study



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Healthcare Technologies

Client Overview

- **Type:** Ophthalmology & Optometry Clinic
- **Location:** Southern Maine (Portland region)
- **Annual Patient Volume:** 25,000–30,000 approx.
- **Providers:** 20–25 multi-specialty professionals
- **Annual Revenue:** \$20–25 Million approx.

The Challenge

- **COVID-driven staff shortages that disrupted billing operations**
- **Outdated PMS blocking the electronic claim submission**
- **\$10M accumulated AR backlog**
- **Missed timely filing limits**
- **Vendors demanded costly system upgrades**

The Shoreline Approach

Working Smarter, Not Costlier

- ✓ Shoreline Healthcare Technologies decided to work within the existing system instead of pushing for upgrades.
- ✓ We Manually processed the claims to save immediate costs.
- ✓ Segmented the AR Strategically by separating timely filing claims from the past-deadline claims.
- ✓ Initiated direct communication with insurance COOs and negotiated for reopening the filing windows explaining the extraordinary COVID-19 circumstances.
- ✓ Shoreline's virtual assistants communicated with the patients and recovered the balances that were long pending.



From Analysis to Excellence

The Four Phase Model

Phase 1: Comprehensive AR Analysis

Phase 2: Targeted Claim Optimization

Phase 3: Direct Payer & Patient Engagement

Phase 4: Continuous Monitoring & Improvement



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Phase 1

Comprehensive AR Analysis

Duration : Week 1-3

- ✓ Deep audit of the client's Accounts Receivable (AR) backlog
- ✓ Reviewed payer types, claim statuses, timely filing limits, and software capabilities.
- ✓ Categorized claims based on their recovery potential and compliance status.

Key Derivative: Identified \$2.3 million worth claims that can be recovered with the existing system without a software upgrade.



Phase 2

Targeted Claim Optimization

Duration : Week 3-6

- ✓ Divided claims into timely filing and past timely filing segments to focus resources efficiently.
- ✓ Streamlined the recovery process while maintaining compliance with payer-specific timelines.

Key Derivative:

- ✓ Accelerated claim processing
- ✓ Improved first-pass acceptance rate to 95%.



Phase 3

Direct Payer & Patient Engagement

Duration : Week 6-12

- ✓ Reached out directly to the COOs of multiple insurance companies to reopen the filing limits under COVID-19 exceptions.
- ✓ Our Virtual Assistants conducted structured outreach for overdue balances through transparent communication.

Key Derivative:

- ✓ Recovered \$1.5 million through negotiations.
- ✓ \$800K via patient follow-ups.

Phase 4

Continuous Monitoring & Improvement

- ✓ Regular AR tracking
- ✓ Denial pattern trend analysis
- ✓ Customized reporting
- ✓ More than 96% of First Pass Acceptance Rate.

Key Derivative:

- ✓ Stabilized cash flow
- ✓ Proactive billing framework for long-term financial health.

The Results

Total \$3.8 Million Recovered

\$2.3 million collected from timely filing claims.

\$700,000 recovered from re-opened claims following insurer negotiations.

\$800,000 collected through patient follow-ups.

AR recovered without a system upgrade or additional technology costs.

95% of timely filed claims were accepted upon first submission.

Client Testimonial

“Shoreline didn’t just fix our AR; they restored our trust in our billing process. Their team worked tirelessly within our old system, negotiated directly with payers, and helped us recover millions we thought were lost. They truly understood our challenges and delivered beyond expectations.”

COO, Eye Care Clinic, Maine



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Key Takeaways for Providers

- ✓ **Expensive technology is not always required to fix billing problems.**
- ✓ **Payer relationships matter.**
- ✓ **Manual expertise can still derive results.**
- ✓ **With the right RCM partner, even aged AR can be recovered.**
- ✓ **Personalized communication with patients can drive better outcomes.**



Why Choose Shoreline?

- ✓ **HIPAA-Compliant & Secure**
- ✓ **Certified RCM Specialists**
- ✓ **24/7 Support**
- ✓ **Cost-efficient solutions**
- ✓ **Cloud-based technology**
- ✓ **Nationwide coverage**
- ✓ **Diverse client base**

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