



# White Paper

## **Smarter Billing, Stronger Results**

How Conestoga Eye Reduced Billing Errors and Improved Collections with medent & Global Payments Integrated.

### medent

medent and Global Payments Integrated have partnered to provide feature-rich payment tools to help practices run better and give patients the convenience they expect. The partnership provides medent clients with an integrated payment solution that is streamlined and secure, resulting in increased collections and reduced patient aggravation.

### Global Payments Integrated

Global Payments is a leading payments technology company delivering innovative software and services to merchant and issuer customers globally. Global Payments Integrated is PCI compliant and handles all credit card processing.

[www.medent.com/connect](http://www.medent.com/connect)

# Overview

Conestoga Eye, an ophthalmology and optometry practice with locations in Lancaster and Hershey, Pennsylvania, has used medent for nearly two decades. In the last 18 months, they implemented Global Payments Integrated (GPI) to modernize and automate patient payments. The result: significant time savings, fewer billing errors and a 50% drop in patients sent to collections.

## The Challenge

Despite a strong billing workflow in medent, Conestoga Eye faced several persistent issues:

- **Clerical Errors:** Frequent mistakes at the front desk, including misposted payment types and missed copays, required hours of manual reconciliation each week.
- **Disconnected Systems:** Their previous credit card processor didn't integrate with medent, forcing staff to manually enter transactions in two systems.
- **Rising Collection Efforts:** Paper statements were often overlooked by patients, leading to delayed payments and a growing number of accounts in collections. It also meant more administrative follow-up.
- **High Paper Statement Costs:** Reliance on paper statements was costly, inefficient and inconvenient for both the practice and patients.

As the head practice administrator and former head of billing, Michele Velez had firsthand visibility into the operational pain points at Conestoga Eye.



“I was running into a ton of clerical errors at the front desk: posting copays and missing copays and posting a check when it was a credit card or a credit card when it was a check. And the credit card system we were using was fine, but it didn't integrate into medent the way that Global Payments does. So I thought, 'I wonder if [GPI] is going to streamline everything.'”

## The Solution

To streamline operations, Velez led the implementation of GPI across both practice locations. The Conestoga Eye team now uses nearly the full suite of GPI tools:

<b>ESB Payments</b>	This feature allows the practice to take credit card payments from within an eSuperbill (ESB). The credit card can be swiped on a pin pad device or card information can be manually entered for payments taken over the phone, during a video visit or when credit card payments are mailed in.
<b>Card on File</b>	Card information can be saved and used for future payments.
<b>Auto Charge</b>	Patients that have provided written consent and have a saved card on file can be automatically charged an amount set by the practice. A Receipt status ESB will be created for the patient with the amount that was charged, and can be easily applied using a Quick Post option.
<b>Guest Pay</b>	A guest pay feature is available that allows the patient to pay online from the practice website. The patient does not need to have an active portal account, and both EMR and non-EMR systems can use this feature.
<b>Patient Portal Payments</b>	This feature allows patients to make online payments from their Patient Portal account and is used in conjunction with sending statements to the portal. When portal statements are enabled, a Statements page will be available to the patient with the option to make a payment.
<b>Text to Pay</b>	The practice can text or email the patient their statement with a link to pay, either in addition to or in lieu of a paper statement. When the patient makes a payment, a Receipt status ESB is automatically created for their account with the amount they paid. The payment can be easily applied to the patient's account through a Quick Post option.

For Velez, while features like Card on File and Auto Charge significantly reduce her administrative workload, her favorite GPI feature so far is Text to Pay.

“It's very satisfying when I see [Text to Pay] payments coming through. I picture my A/R (accounts receivable) going down, down, down, down, down. That's probably my favorite feature, even though the other ones save me more time.

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# The Results

**By fully integrating medent with GPI, Conestoga Eye transformed its billing process—reducing errors, saving time and improving patient payments.**

For practices still juggling disconnected systems or relying heavily on paper statements, Velez offers a clear message: automation pays off.

“Now, I don’t have to worry about the staff forgetting to post a copay. It’s automatically done when they’re running the credit card. So if there’s an open ESB, I already know that copay wasn’t posted. It’s just much, much easier.

In addition to eliminating major reconciliation headaches, Velez said features like Text to Pay have improved collections.

“I have my chronic late payers who are not chronic anymore...I don’t have to call those patients anymore. Text is way more convenient for them.

Velez said the practice has also instituted a more streamlined payment plan policy compared to their previous collections process, which was manual and time-intensive, involving multiple paper statements and personal phone calls prior to sending often forgetful patients to collections.

“If patients want a payment plan, they give me their credit card information and I’m automatically going to charge them at the end of every month. That way I don’t have to chase down payments. And for patients who were previously in collections, they are not allowed to schedule an appointment without giving me their credit card information and consent to auto charge them for anything that insurance doesn’t pay. That way I don’t have to worry about chronic collections because they are going to automatically be charged for the balance.

## Key Metrics

**Time Using medent**

**17 years**

Conestoga Eye was actually a pilot for the ophthalmology and optometry portion of medent, helping the company enhance that side of the system.

**Time Using GPI**

**1.5 years**

Velez spearheaded the switch to GPI for credit card processing and helped staff implement all of the features GPI had to offer.

**Billing Error Reduction**

**75%**

Automatic posting eliminated most manual mistakes and reconciliation delays.

**Weekly Time Savings**

**5 hours**

What once took hours now takes minutes, freeing time for higher-value work.

**Reduction in Collections**

**50%**

Fewer paper statements and easier payment options led to fewer patients requiring collection follow-up. With easy payment options and fewer billing surprises, patients pay more reliably and on time.

**GPI Features in Use**

**6 out of 7**

The practice recently learned DelayPay, which allows practices to collect full payments upfront while providing patients the flexibility to pay over time. Velez has booked a demonstration to see if DelayPay could potentially cost them less than their current patient financing service.