

Preferred Imaging realized better customer service and processing accuracy by switching to SNB Digital Lockbox services.



**SNB CASE STUDY:
SNB DIGITAL LOCKBOX**

Preferred Imaging has long used lockbox services to help run its business. When the initial bank it chose for these services did not provide the required service quality and functionality, Preferred Imaging switched to SNB. Customer service, functionality and processing accuracy has since improved dramatically.

Preferred Imaging was founded in 2000 and provides outpatient imaging services through seven locations in the Dallas/Fort Worth metroplex. These centers produce about 3,000 transactions per month, and staff previously spent a lot of time opening mail. Each piece of mail was processed manually to separate EOBs from checks to ensure that a check was not accidentally discarded. Hours were spent preparing deposit slips.

James Webb, President of Preferred Imaging, was aware of the challenges presented by the paperwork and planned early in the company's existence to use lockbox services. "It [dealing with paperwork] is very labor intensive. Obviously, you have the issues of security, checks and balance systems when dealing with multiple sites. How do you ensure that those checks are not being filtered? How do you ensure your money made it into your bank account? We went straight into a lockbox system with a competitor of SNB."

The operations team at Preferred Imaging encountered functionality and customer service issues with the lockbox service they had chosen, prompting a switch in March 2003 to SNB Digital Lockbox services. At first, the initial lockbox provider did not offer online image viewing. "When they finally offered online images, it was much harder to use and the images kept displaying

upside down," said Grady Hobbs, Vice President of Operations.

Hobbs didn't feel well served as a customer either. "I was always the guy going to the bank and getting beat down for trying to open one more account. Even though we deposited a lot of money through the bank, they didn't have any personal service and no relationship with us. We didn't feel that we got that personal touch from the bigger banks. SNB came along and brought the paperwork to us at the office – that was a huge benefit."



When Preferred Imaging began migrating to SNB Digital Lockbox services, Hobbs got feedback that validated the decision to switch to SNB. "The billing companies told us 'why don't you change your other centers to SNB because the lockbox paperwork we get back is much better and more organized.'" Now SNB Digital Lockbox services allow staff at Preferred Imaging to view EOBs and check images online, simplifying several administrative processes.

Ease of Use

Preferred Imaging found SNB Digital Lockbox services easy to use. "SNB came out and trained us," said Amy Adams, Operations Manager at Preferred Imaging. "It's fairly easy to use from the beginning. There are not too many icons; it's not overwhelming and the features that are there

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are easy to use.” Now, about two people at each medical imaging center use SNB Digital Lockbox services, including Webb, Hobbs and Adams. “We log in every day,” said Webb. “We want to know how many deposits came in the night before. It was not difficult to figure it out ourselves.”

Simplified Research & Analysis

“There are so many different ways that we utilize the service from an administrative perspective,” said Adams. “I often use it to look up things. It’s nice not to have to call up my billing company just to find out if a patient has paid their bill. I can sort by insurance carrier or by patient last name to quickly know what is going on with a case. Having information at my fingertips has been really nice.”

Adams also uses the service to analyze cash flow. “If we need to know the average reimbursement for a payer, I can go online, get all my EOBs and then export them to Excel. I can do a lot more without having to pull hardcopy data manually.” Having this data easily accessible online also helps Adams work with her billing company if items weren’t posted correctly. “I can show them what they missed by referencing the electronic copy. As I communicate with our centers and talk about different patients, having all the documentation right there is nice.”

Responsiveness & Accuracy

Adams likes the speed with which SNB is able to process her lockbox items in light of the volume and complexity of the documents being processed. “The fact that SNB always gets our items scanned in one

day amazes me. Even if an EOB has 20 different patients on it, SNB indexes the individual patient’s name so it is searchable.” Says Webb, “I’m amazed how SNB is able to accurately associate our deposit items with the correct location.”

Benefits

SNB Digital Lockbox services provide convenience to Preferred Imaging. “You get tired of going and depositing your payments at the bank,” said Hobbs. “If you go to the bank everyday to deposit your co-payments and deductibles, it gets old even if it’s only a block away. Now we don’t have to waste our time driving to the bank before four o’clock.”

The Digital Lockbox provides Hobbs with critical information about the state of the business. “The biggest benefit to me is the

categorization of denials to know who is not paying. We don’t have to rely on our billing company to tell us – that’s big for us.”

At the core of Preferred Imaging’s experience using SNB Digital Lockbox services is a relationship with SNB. “We have a great relationship with the personnel at the bank,” concluded Webb. “It is an expense but it’s an expense that we happily pay right now. SNB is terrific. We love them, they’re easy to work with and we have no issues. It is such a different dynamic than working with a large bank.”



Amy Adams, James Webb and Grady Hobbs

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