CASE STUDY

How a Nationwide MSO Nearly Doubled Lab Collections and Lifted Balance Capture by 59% at Point of Service

DocResponse Revenue Accelerator — Pilot Results

The Challenge

Patient financial responsibility has grown sharply across the industry. High-deductible health plans now account for more than 30% of employer-sponsored coverage, with average deductibles exceeding $1,700, and patient out-of-pocket spending rose again in the most recent reporting year.

Despite this shift, most practices still struggle to capture what patients owe at the point of service — industry data puts average point-of-service capture at roughly 35% of balances, with recovery falling off sharply once a balance ages past the visit.

A nationwide Management Services Organization (MSO) supporting more than 5,000 providers faced this challenge directly: outstanding lab balances and patient co-pays were going uncollected at the front desk, adding pressure to cash flow and creating write-offs that were difficult to recover later in the billing cycle.

The Solution

The MSO partnered with DocResponse to pilot Revenue Accelerator, a point-of-service payment capture solution embedded directly into the existing patient intake workflow — requiring no separate system for staff to learn and no disruption to the visit itself.

Pilot Design

The pilot ran across 4 clinic locations and 36 providers, comparing a defined baseline period against a period using Revenue Accelerator, for two categories of payment capture:

- Lab balances
- Outstanding office visit balances and co-pays

Metrics tracked included daily and monthly revenue, per-provider-per-month (PPPM) revenue, percent of balances collected, and percent of patients who successfully paid when presented with a balance due.

Results: Lab Collections

+98%

Lift in lab collections at point of service

Metric	Baseline	With Revenue Accelerator
% of lab balances captured at POS	20%	33%
% of patients who paid when presented a balance	30%	42%
Daily collections	$98	$194
Monthly collections	$2,942	$5,816
Per-provider-per-month (PPPM)	$81.74	$161.55

Lab collections at point of service nearly doubled across all four pilot locations.

Results: Outstanding Balances & Co-Pays

+59%

Lift in outstanding balance and co-pay capture at point of service

Metric	Baseline	With Revenue Accelerator
% of balances captured at POS	35% (national average)	50% (well above average)
% of patients who paid when presented a balance	38%	53%
Daily collections	$1,125	$1,793
Monthly collections	$33,746	$53,781
Per-provider-per-month (PPPM)	$937	$1,494

Combined Financial Impact

Together, the lab and balance/co-pay improvements produced a combined lift of $636.81 per provider per month. Projected across the MSO's 450 regional providers, this equates to approximately:

$3.44M

Projected new annual revenue at 450-provider scale

This revenue was captured not through new patient volume or new billing codes, but through a better process for collecting money the practice was already owed.

Why It Worked

Revenue Accelerator succeeds where many collection efforts fall short because it addresses the payment conversation at the moment it's easiest to have — before the patient leaves, and before a balance has any chance to age into accounts receivable, where recovery rates drop sharply and, if referred to collections, agency fees further reduce what's ultimately recovered.

What This Means for Your Practice

If your practice or organization is capturing patient balances and co-pays at anything close to the national average, this pilot suggests there is substantial, provable revenue currently going uncollected — revenue that Revenue Accelerator is designed to capture without adding work for your front-desk staff.

Results reflect a controlled pilot comparing defined baseline and intervention periods across 4 locations and 36 providers. Individual practice results will vary based on patient volume, payer mix, and baseline collection performance.