

Demand Series Provides Overall Higher Client Contact

Client: Radiology Consultants of Iowa

Contact: Rosalie Bowers



Radiology Consultants of Iowa (RCI) has been providing premier radiology services to the Midwest for over 70 years. They reach patients through the RCI Imaging Center in Cedar Rapids as well as at partner hospitals and

medical centers in communities throughout Eastern Iowa. RCI began using Transworld Systems in December 2003 after experiencing many challenges in handling their accounts receivable. The challenges began with an increased number of uninsured and unemployed patients in their area. Cell phone and caller ID usage has also complicated the internal efforts of their collection department. "We were not successful with outbound calls and internal letters seemed to always go unanswered," said Rosalie Bowers, Patients Accounts Manager.

Rosalie manages a team of 14 employees who specialize in medical billing. "They are insurance specialists as well as financial counselors. They are key to claims resolution for many of our patients," said Rosalie. However, even their specialized team utilizes Transworld Systems' services to help stay current on their collections process. RCI uses Transworld's first party/third party demand series.

"The first party/third party demand series immediately appealed to us and has been successful in maximizing our debt recovery within the first 120 days of our aging accounts," said Rosalie. "We have found that the biggest benefit of using Transworld Systems is the efficiency of the process. The GreenFlagSM Profit Recovery system is providing a higher recovery rate than a normal agency provides, and overall, we have seen more response using Transworld than we could have seen with changes to our internal collections program. Patients now respond in a timely fashion and call us with missing insurance information or to set up payment plans."

The main thing Rosalie recommends for any businesses looking to use Transworld's services is to train call center staff well for responses from patients. Questions and complaints will come from debtors receiving letters, so it is vital

that they are given a consistent response. Set a standard to follow and keep all staff up-to-date with any changes in the process.

“Since taking advantage of Transworld’s services,” said Rosalie, “we average a 45% recovery rate. Our sales representative, Tim Greteman, has taken the time to get to know our company and the people within the company. He monitors our account and alerts us to potential problem areas. In fact, it’s hard for me to think of him as a sales rep. He’s our Transworld liaison and support contact. We receive personalized customer service – just another benefit of using Transworld.”

“Transworld has helped RCI to decrease the number of accounts they charge off by 50% each month, and they immediately saw the results help their bottom line. They plan to submit accounts even earlier to Transworld at 45 days,” said Tim. “Working daily with Rosalie has been a blessing, and RCI truly understands the benefits that Transworld brings to them.”

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