

CASE STUDY

Collectly & InBloom Autism Services

“Collectly delivered a massive increase in collections without the need for added staff.”

— Jaclyn Lindo, Director of RCM
@ InBloom Autism Services

6x+

Higher client collection rate

5x+

Revenue collected on client balances

5/5

Star client satisfaction score for Billie

12+

ABA centers across 5 states

About InBloom

InBloom is a fast-growing applied behavior analysis (ABA) provider serving children with autism across Wisconsin, Connecticut, Florida, Massachusetts, and Texas. As the organization scaled its client base 5x and opened centers across the country, its billing operation had to keep pace — without losing the sensitivity its families deserve.

01. The Challenge

In ABA, services apply to a family’s deductible, coinsurance, and out-of-pocket max (not a simple copay), so families starting care often face large balances at the same time they’re managing a child’s diagnosis. Collecting on those balances is delicate but necessary for the practice’s financial health.

CentralReach handled clinical notes and scheduling well but offered little for patient billing, leaving the team without a real place to monitor or work balances.

With zero automation, the billing team handled outreach fully manually.

One staff member chased balances by phone, non-automated email, and printed statements mailed every Friday. There was no system for deciding who to contact, or when.

As InBloom expanded to new states and centers, the practice hired one more biller, but accounts receivables ballooned and the small team continued to fall further and further behind.

02. The Solution

InBloom deployed Collectly for post-visit billing alongside Billie, Collectly’s AI chat and voice agent — replacing manual, one-touch-at-a-time outreach with an automated, rules-based system tuned to ABA’s softer posture.

→ Automated, Configurable Outreach

Consistent outreach cadences — text, email, call, then mail — now run with rules InBloom shaped to fit its families rather than a generic, aggressive collections script. Removing decision-making and manual touches means every balance gets follow-up.

→ One-Tap, Login-Free Payments

The pay-by-text link became removed meaningful friction, letting families pay in seconds without reading a card number to anyone.

"The texted link has raised our revenue significantly. Clients just click that and they pay right away."

— Jaclyn Lindo, Director of RCM
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→ Self-Service Payment Plans

Families set up their own plans directly, instead of waiting on emailed forms and manual follow-up.

→ AI Support with Billie

Billie handles the high-volume, common questions at all hours of the day: from deductible explanations to balance breakdowns. She escalates true exceptions to the billing team with clear, actionable context. Most families' inquiries are resolved via chat.

03. The Results

→ 5x-6x Increase in Family Collections

InBloom's collection rate climbed from 10–15% to 65–75% of patient responsibility.

"Automating manual work has meant huge savings on staffing overhead."

— Jaclyn Lindo, Director of RCM
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→ Faster Payments and Faster Plans

Families respond and enroll in payment plans the same day, often within hours, replacing weeks of back-and-forth.

→ More Efficient Operations

With automated outreach covering routine touches, the team redirected its time to non-responsive accounts, grants, and escalations — and reduced its staffing burden in the process. The team is relieved from printing and stuffing invoices every single Friday.

→ 5 Star Client Experience

Billie earned a 5/5 patient satisfaction rating, even on the conversations families used to dread.

Looking Ahead

With stronger collections driving revenue growth, InBloom is opening three new centers and hiring additional clinical staff. As the network expands, its billing operation now scales with the growth instead of roadblocking it.

About Collectly

Collectly is a leading healthcare technology company specializing in applying AI and advanced automation to client billing & engagement. Integrating with select EHRs and practice management systems, the Collectly platform delivers a 2-3x average increase in patient payments and reduces average days to collect to just 12.6 days. Used by over 3,000 facilities, Collectly continues to drive impactful results for healthcare organizations nationwide.

For more information,
visit www.collectly.co →