CASE STUDY

Eye Care Practice Collects $74K Faster with Text-to-Pay

How Dr. Brian Rogers' Nashville practice improved cash flow, reduced billing follow-up, and made it easier for patients to pay without adding work for staff

Executive summary

Collecting patient payments outside the office is often slower and more manual than it should be.

That was the case for Resolution Eye Care, a Nashville-based optometry practice founded by Dr. Brian Rogers. Like many eye care practices, a large portion of their patients prefer contact lenses, creating a workflow that extends beyond the initial visit.

As a growing practice with no dedicated front desk staff, the team needed billing processes that wouldn't slow them down or pull attention away from patients.

Practice overview

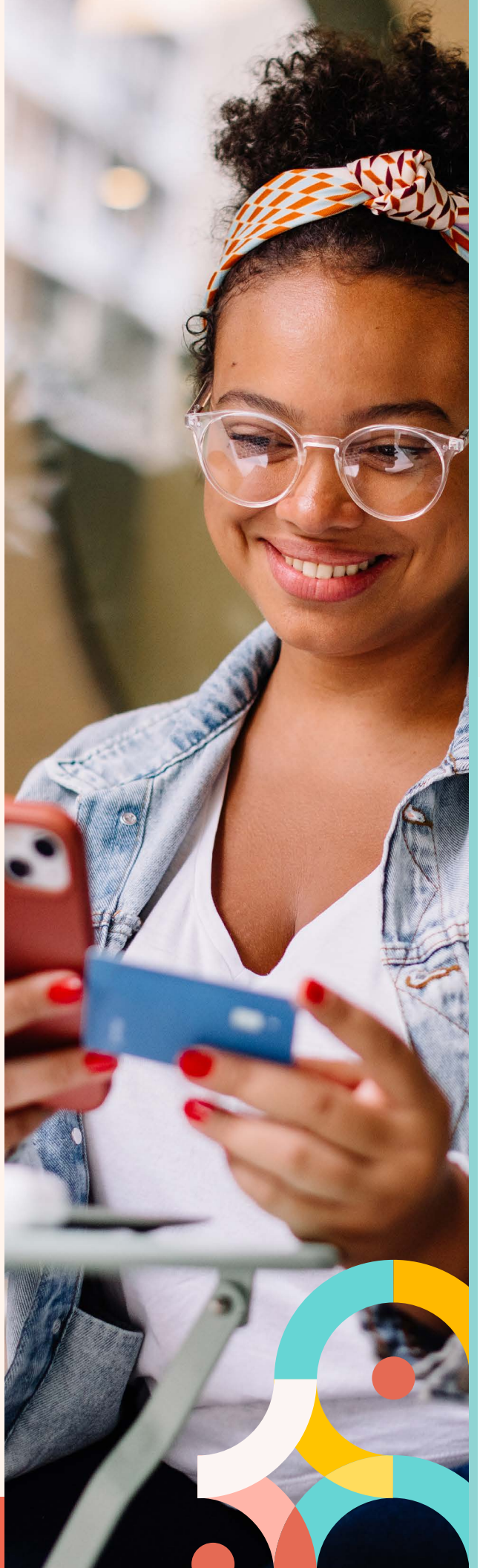
PRACTICE
Resolution Eye Care

OWNER
Dr. Brian Rogers

LOCATION
Nashville, Tennessee

PRACTICE MANAGEMENT SYSTEM
CrystalPM

SOLUTIONREACH PRODUCTS
SR Pay, messaging templates, multi-recipient texting



After implementing Solutionreach's text-to-pay (SR Pay), they simplified the process. During a patient's contact lens trial, the team sends a follow-up text with a payment link. Patients can pay on their own time, while automated reminders handle any follow-up.

This made it easy to support a modern contact lens experience with trial lenses, direct-to-patient shipping, and fast payment via text without requiring patients to return for an additional visit.

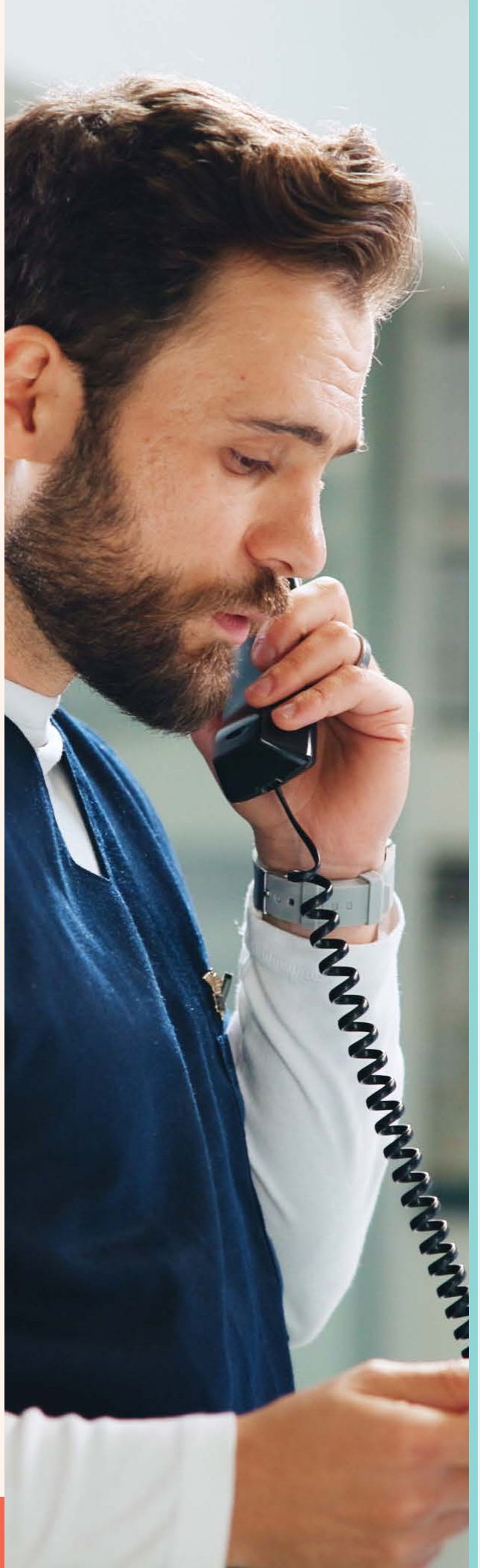
The result is a faster, more predictable collections process that fits naturally into how the practice already communicates.

Results at a glance

83.3%
of payment requests paid

85%
of payments completed within 24 hours

94.8%
collected within 7 days



The challenge: Payments required ongoing follow-up

Before SR Pay, the team used tools like Demandforce and Weave, along with manual outreach, to collect balances after visits.

It required consistent effort, especially for contact lens patients.

Because many patients prefer contacts, care didn't end at the appointment. Patients would trial lenses, confirm their prescription, and receive their order later. Billing at that point required additional outreach and follow-up.

Staff regularly had to:

- Follow up on outstanding balances tied to orders
- Make billing-related calls
- Track who had (and hadn't) paid
- Wait days or weeks for payments

For a small, growing practice, that work added up quickly and pulled time away from patient care.

The shift: A simpler way to get paid

Instead of asking patients to call or return to the office, Resolution Eye Care started sending payment links via text.

This approach fits naturally into their contact lens workflow and removes the need for patients to come back in after their initial exam.

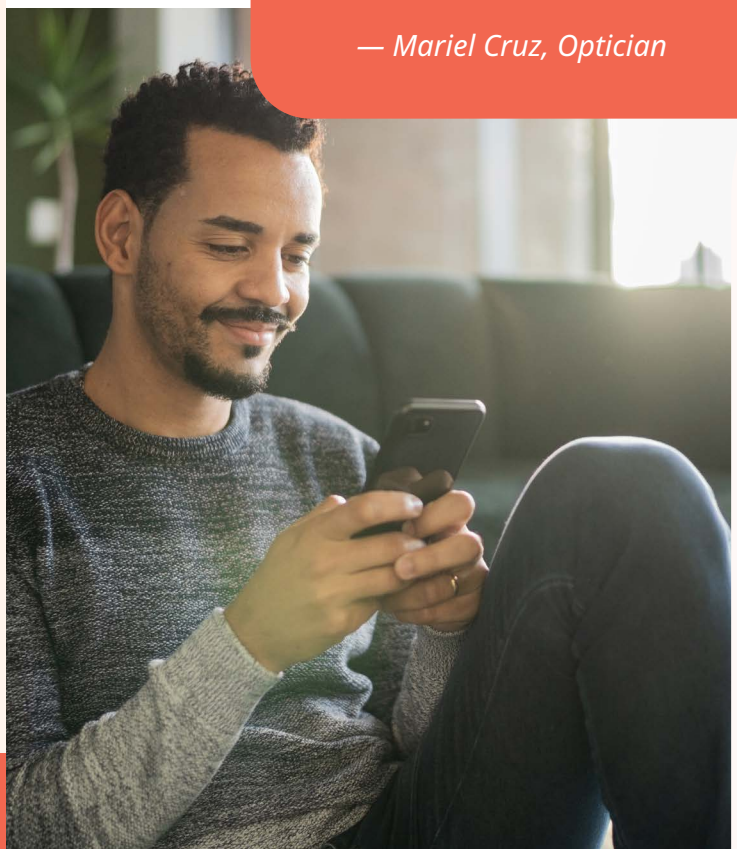
Contact lens workflow:

- Office visit
- Practice provides take-home trial lenses
- Patient confirms lens order
- Practice sends a secure payment link for lens order via text
- Patient pays in seconds from their phone
- Practice ships lenses directly to the patient's home

Because texting was already their primary communication channel, adoption was immediate.

"We prefer to text our patients because it lets them respond on their own time,"

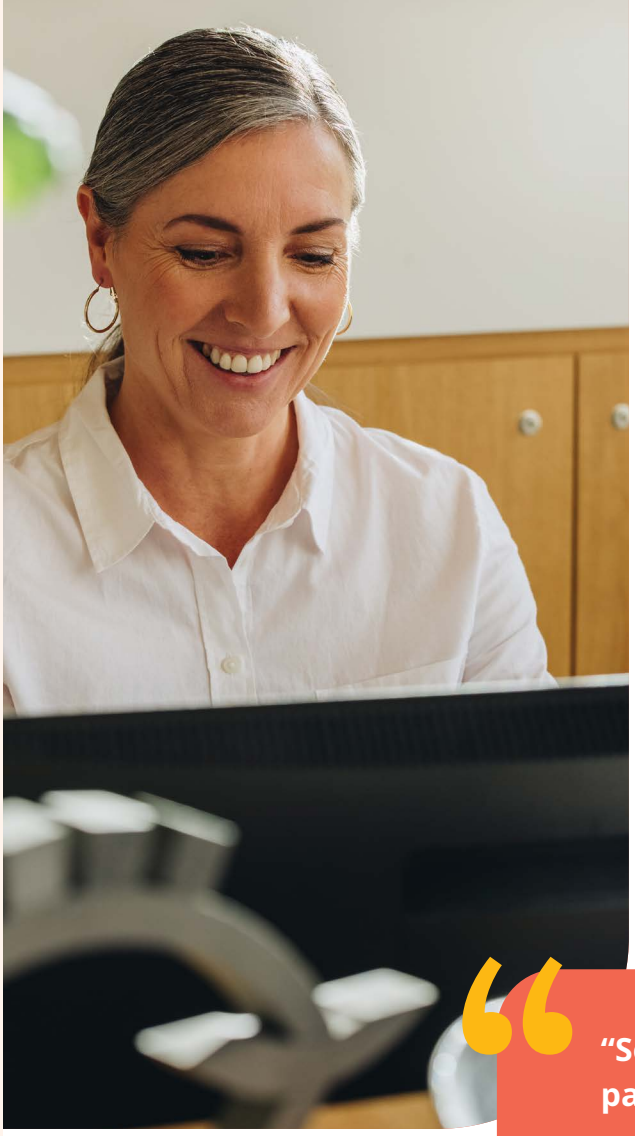
— Mariel Cruz, Optician



Text-to-pay is now part of everyday workflows, including:

- Contact lens orders after trial periods
- Post-visit balances
- Payments timed around patient pay cycles or order completion

Templates and multi-recipient messaging make it easy to send requests consistently without extra steps.



Faster payments without the follow-up

The biggest change wasn't just that more patients paid. It's how quickly they did.

- **85% of payments come in within 24 hours**
- **Nearly 95% are collected within 7 days**

That's a significant shift from traditional billing cycles, which often stretch 45–90 days.

In most cases, a single text is enough. And if it's not, automated reminders will nudge patients to submit payment, so the office doesn't have to follow up.

> **"Sometimes we'll send a link on a Friday when patients get paid. That flexibility helps,"**
>
> *— Mariel Cruz, Optician*

Less work behind the scenes

Before SR Pay, billing required constant attention, checking statuses, following up, and tracking balances. Now, much of that work is reduced or eliminated.

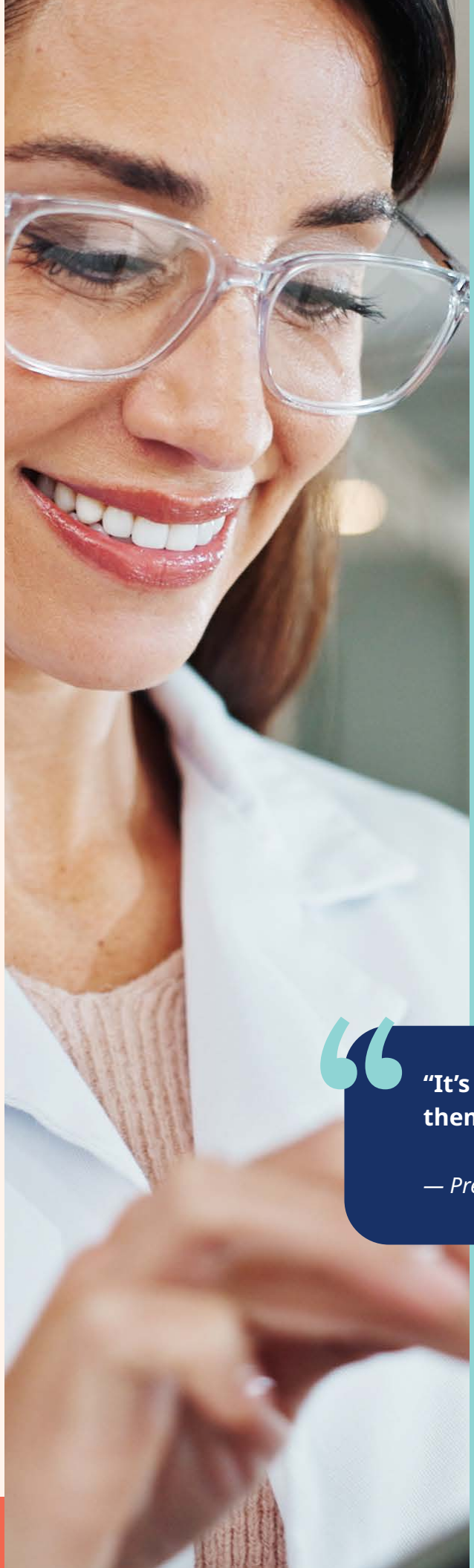
The team benefits from:

- Real-time notifications when payments are completed
- Clear records tied to each request
- Fewer billing-related calls

Instead of managing payment workflows, the team can focus more on patients.

"Getting notified when a payment is completed takes a lot off our plate. The mental load off our payment tasks is huge,"

— Mariel Cruz, Optician



Patients respond quicker and prefer it

Patients adapted quickly. Because communication already happens over text, payment requests feel familiar not disruptive.

For contact lens patients especially, the experience is more convenient. They can receive lenses at home, complete their order, and pay without needing to return to the office, mimicking the experience of major online retailers

In practice:

- Most patients respond quickly
- Issues are rare (only one reported issue)
- Messages aren’t seen as spam since they're sent from the office phone number

Text-to-pay removes extra steps: no calls, portals, or in-office follow-up required.

> **“It’s easier for the patient and probably saves them more time than it saves us,”**
>
> *— Preston Martin, Optician*

One system, multiple workflows

Resolution Eye Care uses Solutionreach for more than payments.

The same platform supports:

- Appointment reminders
- Recall messaging
- Contact lens follow-ups messaging
- Weekly outreach messages
- Post-visit review requests

"Multi-recipient messaging takes just a few seconds, and almost everyone responds,"

— Mariel Cruz, Optician

Having everything in one place helps the team stay consistent without added complexity.



Built for a growing practice

As a growing practice, Resolution Eye Care values systems that are easy to adopt and flexible enough to scale.

Solutionreach fits into existing workflows without requiring major changes.

Support has also been key.

“When we call, we get a real person. They walk through the issue and help us fix it,” said optician Mariel Cruz.

The biggest win: Fewer things to manage

For Dr. Rogers and his team, the biggest impact isn't just faster payments. It's having fewer things to manage.

They no longer need to:

- Chase payments
- Track multiple follow-ups
- Manually check payment status

Instead, the process runs consistently in the background.

> **"The biggest win is being able to follow up with patients and accept payments efficiently,"**
>
> *— Mariel Cruz, Optician*

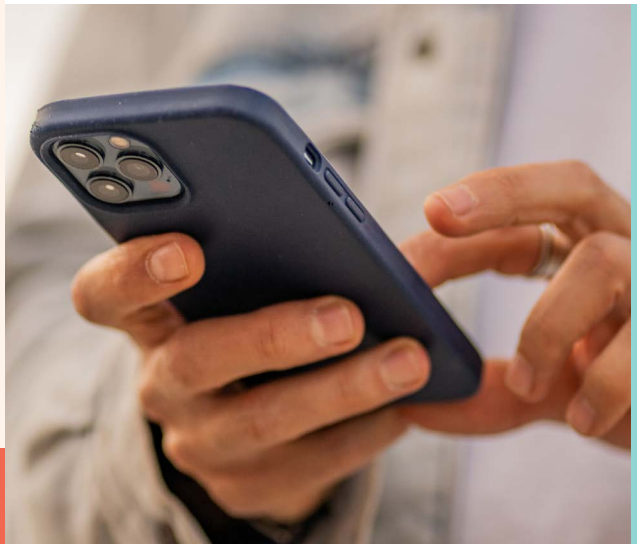
Improve patient payment collections with text-to-pay

Many practices still rely on manual processes to collect payments after visits.

Resolution Eye Care's experience shows that when payment workflows align with patient behavior and support processes like contact lens ordering beyond the initial visit, collections become faster and easier to manage.

Solutionreach helps practices:

- Collect payments faster
- Reduce billing workload
- Improve cash flow visibility
- Simplify the patient experience
- Keep communication workflows in one place



Request a demo to see how text-to-pay can help your practice get paid faster with less follow-up.

Solutionreach.com