

MedServ Medical Billing Solution: Comprehensive Analysis

Introduction

MedServ (Medical Account Services Ltd.) is a leading medical billing and practice management provider based in Ireland, with operations extending into the UK outsourcesuccess.com. Established in 2005, MedServ has grown to become one of Europe's largest specialist medical billing companies medserv.ie. It serves *nearly 5,000 healthcare providers across Ireland and the UK* medserv.ie – including hospital consultants of all specialties, general practitioners (GPs), clinics, and hospitals medserv.ie. MedServ's core offering is to take over the administrative burden of private medical billing, allowing clinicians to **"spend less time on admin and more time with [their] patients"** medserv.ie. This analysis reviews MedServ's features, use cases and stakeholder benefits, and compares its edge over other Irish-based solutions such as MedPro, **HAS Medical Billing**, and others. We also discuss available demos, pricing models, and how MedServ addresses various medical specialties.

Key Features and Services of MedServ

1. End-to-End Medical Invoicing & Claims Management: MedServ handles the full invoicing cycle for private medical services. This includes preparing and submitting invoices to insurance companies and patients on the provider's behalf, using correct procedure codes and insurer-specific pricing guidelines medserv.ie. MedServ's team liaises with patients and insurers to resolve any invoicing queries, and performs diligent **follow-up on unpaid claims** to minimize bad debt medserv.ie. In other words, the tedious paperwork of claims submission and chasing payments becomes MedServ's responsibility rather than the clinician's medserv.ie. Notably, MedServ manages **coding** in compliance with each insurer's rules and pricing

schedules to reduce claim rejections^{medserv.ie}. It also coordinates with hospital billing departments when needed – for example, ensuring a consultant's fee claim is included with the hospital's claim for the patient, as is often required in Ireland^{has.ie}. This comprehensive invoicing service is a major time-saver for providers and helps **get physicians paid faster**.

2. Patient Billing and Payment Solutions: MedServ provides tools to streamline patient payments. Patients who receive an invoice from a doctor (via MedServ) can pay their bill through an **online payment portal** on MedServ's website^{medserv.ie}. MedServ can accept credit or debit card payments directly through its site on behalf of the practice^{medserv.ie}, and its *secure payment portal* enables the MedServ team to take patient payments over the phone as well^{medserv.ie}. This convenience improves collection rates and patient experience. In many cases, MedServ also handles getting patients to complete insurance claim forms or other paperwork – contacting patients if signatures or additional info are needed^{medserv.iemedserv.ie}. For patients, MedServ's involvement brings clarity: patients may receive separate invoices for consultant fees even after paying a hospital (since doctor's fees are billed separately), and MedServ's FAQ explains these common scenarios in plain language^{medserv.iemedserv.ie}. Overall, MedServ acts as an intermediary for patient billing queries, offering a **central point for patients to pay and ask questions**.

3. Live Reporting and Analytics: A standout feature of MedServ is its **custom-built online reporting system** that gives providers transparency into their billing status in real time^{medserv.ie}. Through MedServ's secure web portal, clinicians (or their staff) can track each invoice's progress – seeing which claims are submitted, paid, or outstanding. Users can generate **customized reports** for a detailed view of their practice's income and billing performance^{medserv.ie}. For example, a consultant can run reports on monthly revenue, aging of receivables, or insurer-wise breakdown of payments. MedServ's portal even provides up-to-date information on insurers' fee schedules – allowing providers to **look up the latest “fee-assured” rates from all major insurance companies**^{medserv.ie} (a valuable tool when pricing procedures). This level of reporting gives full visibility of the

financial side of the practice. In addition, MedServ supplies **monthly summary reports and annual statements** to assist with accounting and tax returns^{medserv.ie}. All correspondence and billing records are stored digitally and accessible to the client, ensuring nothing is lost^{medserv.ie}. MedServ's commitment to transparency and data access is a key differentiator frequently praised by clients.

4. Practice Management Software (Clinic Manager): Beyond billing, MedServ offers a **cloud-based practice management system** that can handle day-to-day administrative needs of a medical practice^{medserv.ie}. This software, accessible securely from any internet-enabled device (no VPN or physical token needed^{medserv.ie}), includes features such as: appointment **diary management**, patient records and clinical notes, electronic document filing, and more. MedServ's **Remote Practice Management (RPM)** service leverages this software in combination with MedServ's staff – effectively providing a *turnkey virtual clinic office*. For example, MedServ's **secretarial team** can log in and manage a consultant's clinic schedule, book patients, send reminders, and handle referrals using the system^{medserv.ie}. They answer incoming patient calls and emails on behalf of the practice (using a dedicated line/email in the practice's name) and deal with inquiries professionally^{medserv.ie}. The software supports sending **SMS text reminders** to patients for appointments (reducing no-shows)^{medserv.ie}, generating electronic **prescriptions**, and storing all medical records or dictated letters in a GDPR-compliant manner^{medserv.ie}. In essence, MedServ's platform can serve as an all-in-one **electronic health record and practice management** solution. Clinicians can access their clinic data from anywhere, and MedServ's team can also log in to perform administrative tasks remotely. This is especially useful for those who opt for MedServ's full secretarial support service (see next point). By providing modern practice software, MedServ adds value beyond what a traditional billing-only service offers.

5. Remote Secretarial Support: For clinicians who require it, MedServ provides **complete secretarial services** as an optional add-on. In this model, MedServ's trained medical secretaries essentially operate as the

doctor's office staff – but remotely. Their duties include managing the appointment book (“**organise your clinic diary, ensuring you get the most from your time**”^{medserv.ie}), handling all patient communications (answering calls/emails in the practice's name^{medserv.ie}), typing clinic letters or handling transcription of dictated notes^{medserv.ie}, and even processing referral letters or insurance forms. They also utilize the above-mentioned online systems to log and store **medical records and correspondence securely**^{medserv.ie}. A key benefit is guaranteed **coverage**: MedServ has a team, so there's no worry about a single secretary's sick leave or holiday – “*No more worrying about sick or annual leave. When you are at work, so will our team.*”^{medserv.ie}. The secretarial support is available during extended business hours (e.g. 08:00–17:30 Mon–Fri) to ensure patient inquiries are handled promptly^{medserv.ie}. This service appeals to busy consultants who may not want to hire full-time in-house staff, or whose practice might not justify a dedicated secretary. Using MedServ's secretarial service, the physician gets a **virtual office staff** integrated with their billing – meaning appointments, billing, and follow-ups are all coordinated seamlessly. One client testimonial from a GP even states, “*I can't understand why every surgery in the country is not using your services.*”^{medserv.ie}, underscoring the impact this combined admin and billing support can have on a small practice.

6. Mobile App (MedServ App): MedServ provides a **mobile application for iOS and Android** to give healthcare providers on-the-go access to their practice information and billing functions^{linkedin.com}. Through the app, clinicians can securely manage patient details, review or add billing entries, and even process payments or insurance claims from their phone^{linkedin.com}. The app is designed with **GDPR compliance and data security** in mind, and it includes real-time syncing with the MedServ system so that reports and invoice statuses are always up to date^{linkedin.com}. For example, a consultant could use the app to capture a procedure performed at the point of care (even snapping a photo of the insurance card or claim form if needed) and submit it immediately – MedServ will handle it from there^{x.com}. This mobile capability is relatively unique; it “streamlines patient information management, payment processing, and claims handling – all in one secure platform”^{linkedin.com}. By offering an app, MedServ enables busy doctors to handle administrative tasks between rounds or while traveling, increasing efficiency. (In contrast, some competitors may rely only on desktop portals

or email communication.) The app also serves as a **scanner and uploader** for documents – MedServ’s social media notes that doctors can simply take a picture of a claim form using the app and send it to MedServ, who will do the rest^{x.com}. This shows MedServ’s emphasis on leveraging technology to simplify workflows for providers.

7. Virtual Clinic & Telemedicine Integration: MedServ has introduced a “**Virtual Clinics**” feature set to facilitate remote consultations – a timely addition as telehealth has grown. Through MedServ’s system, a provider can conduct secure video consultations with patients, with MedServ handling much of the setup and follow-through. MedServ provides a **fully encrypted video platform** (likely integrated or white-labeled) that meets privacy requirements^{medserv.ie}. The service includes **pre-appointment coordination**: MedServ staff will contact the patient beforehand to guide them, and send them a unique secure meeting link/ID for their video appointment^{medserv.ie}. The doctor has control over starting the session (the consultation only begins when the provider is ready, ensuring no inadvertent patient access) and can notify the patient with one click when it’s time^{medserv.ie}. Crucially, the virtual consult module ties directly into billing – it offers **seamless integration with MedServ’s billing platform**^{medserv.ie}. This means electronic claim forms for the tele-consult can be generated immediately, insurance submissions can be done digitally, and if the patient is self-paying, the system can handle **advance payment collection** before or during the virtual visit^{medserv.ie}. Additionally, after an e-consultation, the doctor can send a prescription to the patient’s pharmacy electronically via the system^{medserv.ie}, closing the loop for care delivery. This integration of telehealth with billing and admin is a forward-looking feature that not many traditional billing agencies provide. It highlights MedServ’s all-in-one approach: from scheduling a remote appointment to video visit to claim submission, all steps are coordinated. This is especially useful for follow-up appointments or scenarios where in-person visits aren’t required^{medserv.ie}. In summary, MedServ’s virtual clinic tools ensure providers can *safely “connect with patients anywhere”* while still having MedServ handle the administrative legwork (patient tech support, billing, etc.) behind the scenes^{medserv.ie}.

8. Specialized Solution for GPs – GPServ: While most of MedServ's services target consultants and hospitals in the private healthcare space, they also offer **GPServ**, a tailored solution for general practitioners. GPServ addresses the specific challenge of **Special Type Consultations (STCs)** billing. STC forms are part of Irish general practice – GPs must submit these to the HSE's Primary Care Reimbursement Service (PCRS) for certain services (often for treating public patients in specific circumstances). The traditional process was paper-based and tedious. GPServ digitizes and **streamlines STC claim submissions to "30 seconds" with no manual data entry** medserv.ie. It is a **cloud-based web service with a tablet/mobile app** interface medserv.ie. GPs or their staff can quickly record an STC consult on a tablet or smartphone (useful for domiciliary/outcall visits) and have it submitted electronically, rather than filling out and mailing forms medserv.ie. The system automatically validates medical card details and eliminates duplicate data entry into PCRS systems medserv.ie. The **benefits** are substantial: no more chasing missing forms, no uncertainty about how many claims were sent, and reduced time spent by practice staff on these submissions medserv.ie. In essence, GPServ automates the GP's public reimbursement claims, ensuring they get paid by the state for eligible services promptly. This product shows MedServ's understanding of different medical sectors – they created a niche solution for GPs which complements their private billing (most GPs in Ireland don't bill private insurance as frequently as consultants do, but they do interact with public reimbursement). By including GPs, MedServ broadens its user base and demonstrates versatility across **multiple specialties and practice types**.

9. Data Security and Compliance: Given the sensitive patient data involved, MedServ places heavy emphasis on security and GDPR compliance. Their systems and processes are designed to meet Irish and UK data protection standards. In fact, MedServ has been **audited by the Irish Data Protection Commission** and even undergoes voluntary external audits to test the robustness of its IT security medserv.ie. All information is transmitted and stored in encrypted form, whether it's billing data or clinical documents. The mobile app and web portals have built-in GDPR compliance features (e.g. secure login, audit trails) [linkedin.com](https://www.linkedin.com). For clinicians, this provides peace of mind that outsourcing billing won't mean a privacy risk. MedServ's attention to compliance also extends to adhering to insurer

rules, tax regulations (they provide proper documentation for revenue and VAT), and healthcare standards. This focus on governance is an important feature, especially for hospital clients or larger groups that must ensure any third-party service meets regulatory requirements.

In summary, **MedServ delivers a comprehensive suite of services**: from billing and collections, to practice management software, to remote admin staffing and even telehealth support. This one-stop approach can cover virtually all non-clinical aspects of running a medical practice. Below, we explore how these features translate into benefits for different stakeholders and use cases.

Stakeholder Use Cases and Benefits

MedServ's solution involves multiple stakeholders in the healthcare ecosystem, each of whom gains specific advantages:

- **Consultants / Specialist Doctors (Private Practice Providers):** This is MedServ's primary user group. For a busy consultant – e.g. a surgeon, cardiologist, ENT specialist, etc. – the benefit is **significant reduction in administrative workload and faster revenue cycle**. They no longer need to hire full-time billing staff or spend evenings sending invoices and filling claim forms. MedServ ensures *claims are submitted promptly and correctly, and payments are followed up diligently* medserv.ie. The consultant gets paid faster with fewer bad debts; one of MedPro's cardiologist clients noted that outsourcing billing *"drastically reduc[es] claim rejections" and results in getting paid faster* medpro.ie. MedServ similarly aims to maximize income collection for consultants. Additionally, consultants can **track their earnings in real time** via reports medserv.ie and see exactly what's outstanding or paid, which improves their financial control. At tax time, MedServ provides an annual statement of income, simplifying the work with accountants medserv.ie. For new consultants starting private practice, MedServ (and competitors like MedPro) will even handle the setup steps, such as **registering the doctor with all major health insurers** so they can start billing them from day one medpro.ie. This

onboarding support is crucial for young specialists who might be unfamiliar with the business side of practice. Overall, the consultant's focus shifts back to patient care and clinical duties, while MedServ's team acts as an extension of their practice managing finances. The value is evidenced by testimonials – e.g. one anaesthetist said MedServ “changed my working life” and was “worth every penny”^{medserv.ie}. Specialists across **all medical and surgical fields** are supported (MedServ explicitly serves all specialties^{medserv.ie}). For example, radiologists and pathologists who often never meet patients can rely on MedServ to invoice patients or insurers for them^{medserv.ie}, and to explain charges to patients who may not realize they owe a separate fee. Anaesthetists benefit from MedServ coordinating their billing alongside surgeons and hospitals^{has.iehas.ie}. Thus, for every specialty – be it surgical, medical, diagnostic – MedServ tailors the process to that workflow, ensuring no revenue is left on the table.

- **General Practitioners:** GPs in Ireland primarily deal with the public health system (GMS) for certain services and private practice for others. MedServ's **GPServ** directly targets GP needs by automating claims for STCs (a common GP reimbursement mechanism)^{medserv.ie}. A GP practice using GPServ sees **administrative time savings for themselves and their reception staff** – no more tedious form filling or manual entry into the state portal^{medserv.ie}. It also likely leads to faster reimbursements from the HSE, improving the practice's cash flow. Additionally, MedServ's general billing service can be used by GPs for any private fees (though many GPs handle simple private billing in-house, some may still use MedServ especially if doing a lot of insurance work like occupational health or travel vaccinations to be reimbursed by insurers). Another stakeholder here is the **practice nurse or admin staff** – GPServ reduces their paperwork, freeing them for patient-facing tasks. MedServ's integrated approach (scheduling, reminders, etc.) also helps GPs manage appointments and reduce no-shows through text reminders^{medserv.ie}. One GP testimonial highlighted surprise that not every practice uses these supports^{medserv.ie}. So, for GPs, MedServ offers both **public and private billing support**, which is relatively unique in the market.
- **Medical Secretaries / Practice Managers:** Some doctors may already have an in-house secretary or practice manager. MedServ can benefit these stakeholders by **simplifying their job and providing**

better tools. If a practice manager is focusing on running a group practice, MedServ's group reports and distribution tools mean they don't have to manually allocate income to each doctor – MedServ handles it and provides transparent reports for each member [medserv.ie](https://www.medserv.ie). For a solo consultant's secretary, using MedServ means the complex insurer follow-ups and payment reconciliations are outsourced, so the secretary can focus on organizing clinics and patient coordination. If the secretary leaves or is on leave, MedServ ensures continuity. In fact, some secretaries might transition to becoming a liaison with MedServ rather than doing the nitty-gritty of billing themselves. On the other hand, if a doctor opts for **MedServ's full secretarial service**, then they may not need an in-house secretary at all – which can save on staffing costs and headaches. This might be seen as a competition to traditional medical secretaries, but MedServ often employs experienced medical admin staff in its own team. For independent secretaries, MedServ's technology (like the web portal and reports) can actually assist them in better tracking the practice's financial status. Moreover, MedServ provides **direct technical support** to users of its software [medserv.ie](https://www.medserv.ie) – if a secretary or manager has an issue with the system, MedServ's IT support is available. In short, for practice staff, MedServ can either *augment* their capabilities or *replace* certain functions depending on the model, but in all cases it leads to a more efficient workflow and less time spent on hold with insurers or chasing payments.

- **Patients:** While patients are not direct customers of MedServ (they don't choose whether their doctor uses it), they do interact with the system. For patients, one clear benefit is the **online bill payment convenience** – instead of mailing checks or phoning card details during office hours, they can pay their doctor's invoice through MedServ's secure online gateway anytime [medserv.ie](https://www.medserv.ie). Patients also receive professional communication from MedServ, such as reminders to sign a claim form or explanations of why they received a particular invoice [medserv.ie](https://www.medserv.ie) [medserv.ie](https://www.medserv.ie). This can improve patient understanding of the often confusing private billing process. MedServ's FAQ addresses common patient concerns, helping educate patients on insurance coverage, the difference between hospital and consultant fees, etc. [medserv.ie](https://www.medserv.ie) [medserv.ie](https://www.medserv.ie). By promptly following up on unpaid bills and offering multiple payment options, MedServ may also help patients avoid

letting bills slip through the cracks (which could lead to debt issues later). For example, a patient who might ignore a single doctor's invoice might be more likely to respond to MedServ's systematic reminders and easy payment methods, which ultimately benefits the patient by clearing their account and avoiding collections.

Additionally, during virtual consultations, patients benefit from MedServ's support: they receive clear instructions and a meeting link for video visits medserv.ie, and can even pay any required fees online as part of the same workflow medserv.ie. In summary, MedServ introduces more **clarity, convenience, and professionalism** into the patient billing experience – which can reflect well on the healthcare provider's service quality.

- **Health Insurance Companies:** Although insurers are not MedServ's clients, MedServ's involvement can streamline insurer interactions. Because MedServ's staff are experts in claim coding and **submit clean claims that meet insurers' requirements**, insurers spend less time querying incorrect bills. MedServ has "links with all main health insurers" in Ireland and the UK medserv.ie, even establishing **electronic data links** with some medserv.ie. This suggests that MedServ can send claims electronically to insurers when possible, getting faster confirmation and processing. Insurers likely appreciate that MedServ aggregates claims for thousands of providers, enabling more efficient communication (one point of contact for many doctors). MedServ also assists in ensuring **insurance eligibility checks** – their system can verify a patient's coverage details where possible medserv.ie, which can reduce the number of denied claims due to coverage issues. Overall, the presence of a professional billing intermediary like MedServ can lead to **faster, more accurate claim settlements**, which is better for insurers' workflow too. (For instance, MedPro highlights its "meticulous attention to detail" in claims to minimize queries from health insurers medpro.ie – a similar benefit applies to MedServ's approach.) In Ireland, where insurers often require paper claim forms signed by patients for consultant fees, MedServ ensures those forms are gathered and completed correctly, preventing delays. In the UK, private insurers accept e-billing, and MedServ's integration likely takes advantage of that for quick submission. All told, MedServ helps maintain a smoother relationship between providers and insurers, with fewer disputes – a win-win for the revenue cycle.

- Hospitals and Clinics:** MedServ's services extend to healthcare facilities – both private hospitals and some public hospitals' private clinics. For a **private hospital**, having MedServ handle the consultant fee billing can be a selling point to consultants practicing there (faster payment means happier consultants). MedServ also consults on improving a clinic's internal billing processes. They have engaged in projects to integrate their billing and reporting solutions into existing hospital systems^{medserv.ie}. For example, a private clinic might hire MedServ to revamp how they bill patients for ancillary services or consultant services, leveraging MedServ's expertise. MedServ mentions experience in both short-term and long-term projects with facilities, including **public hospitals**^{medserv.ie}. A scenario might be a public hospital's private practice unit where MedServ is brought in to tighten up billing of private patients (ensuring the hospital and doctors all get their due fees). Hospitals benefit from **improved revenue capture** and potentially outsourcing of billing staff costs. If a hospital's revenue cycle is underperforming, MedServ can step in to identify issues (e.g. unbilled procedures, inefficient claim filing) and fix them, as they advertise *"if your hospital or clinic revenue stream needs improvement, we can discuss areas to work on"*^{medserv.ie}. Moreover, MedServ's ability to integrate with facility systems means they can work within the hospital's IT environment or provide bespoke software where needed^{medserv.ie}. For group medical practices or multi-specialty clinics, MedServ handles **group administration** – such as distributing income to each doctor according to agreed splits, providing each member with individualized reports, and advising on group setup with insurers^{medserv.ie}. This is very valuable for clinic managers or accountant firms managing doctor groups. One group practice accountant's feedback on MedServ's RPM service was appreciative of MedServ's diligence for both the practice and its clients^{medserv.ie}. Finally, by ensuring doctors get paid promptly, MedServ indirectly supports hospital operations (doctors have fewer financial distractions and can focus on practice, which in turn benefits the hospital's patient care throughput).
- Accountants and Financial Stakeholders:** Doctors' accountants (or the finance departments in clinics) also gain from MedServ's involvement. The **detailed monthly and annual financial reports** provided by MedServ^{medserv.ie} mean that income can be easily

reconciled. This simplifies bookkeeping and auditing. Accountants can log into the MedServ portal via a dedicated login (MedServ competitor HAS even provides a special accountant login section has.ie/has.ie, and MedServ similarly allows multi-user access so accountants can directly pull the figures they need). Additionally, because MedServ only charges commission on *collected* fees (see Pricing section), accountants can clearly attribute MedServ's fee as a business expense which is **tax-deductible** against income has.ie. They will also note that MedServ's involvement reduces the amount of aged debt or uncollected revenue on the books, improving the financial health of the practice. For larger group practices or clinics, finance managers get consolidated data and can identify trends (e.g. which insurer pays slowest, which procedures are most often underpaid) and work with MedServ to address them. Essentially, MedServ becomes a partner in the **revenue cycle management**, often working hand-in-hand with the practice's financial overseers. The transparency and accessibility of data are key here – one MedPro client noted the **portal is “intuitive and transparent”** and requires little intervention because the billing team is on top of things medpro.ie. This sentiment likely applies to MedServ as well, given their similar online tools and ethos.

In summary, MedServ's solution delivers value across stakeholders: **physicians get paid faster and concentrate on care; practice staff offload tedious tasks; patients have clearer billing interactions; insurers see cleaner claims; and administrators see stronger financial outcomes**. This broad-based benefit is a core reason MedServ has become a prominent player in Ireland and the UK.

Competitive Edge of MedServ vs. Other Solutions

In the Irish medical billing landscape, MedServ stands out for several reasons:

- **Scale and Experience:** MedServ is the **largest medical billing provider in Ireland** (and even one of the largest in Europe) medserv.ie. With 50+ employees and 5,000 clients, they have a depth of

experience that smaller firms may lack. This scale means a broad knowledge of edge cases across specialties, long-standing relationships with all major insurers, and the ability to invest in better technology. For instance, MedServ's size has allowed it to **develop custom IT systems and electronic links with hospitals/insurers** medserv.ie, giving it a technological edge. The company's founding leadership and team backgrounds (mix of insurance, customer service, accounting, and clinical experience) also contribute to an expert operation medserv.ie. A competitor like **HAS Medical Billing** is a more boutique firm (in operation for 25+ years but with a very small team) focusing on certain specialties ensun.io. While HAS has deep expertise, its scale is limited and it may not offer the same breadth of services or IT integration as MedServ. MedServ's large team also means **redundancy and consistency** – your service is not dependent on one person; the company can handle high volumes and any staff turnover without impacting clients. This reliability is a significant edge.

- **Comprehensive Service Suite (One-Stop Shop):** MedServ goes beyond pure billing to offer **practice management software, secretarial services, and telehealth integration** – a holistic solution. Many competitors in Ireland specialize only in billing and collections. For example, **MedPro Billing Solutions** (medpro.ie), one of the notable competitors, positions itself as a "boutique" billing firm focusing on personalized claims management and follow-up medpro.ie. MedPro is highly regarded for its dedicated approach, but it does **not advertise additional services like virtual secretaries or clinic software**. MedServ's ability to provide an end-to-end practice management (from scheduling patients to collecting payments) can be a decisive advantage for clinics that prefer to minimize the number of vendors they use. A doctor can essentially run their entire private practice through MedServ's platform and services. This integration also means fewer interoperability issues – e.g., billing data flows from the scheduling system automatically, reports combine clinical and financial info, etc., since it's under one umbrella. Moreover, MedServ's inclusion of features like **electronic prescription dispatch, SMS reminders, and electronic claim form submissions** further differentiates it as a forward-thinking solution medserv.ie. Competitors might rely on more manual

processes (for instance, a smaller billing service might still mail claims or use basic email communication with insurers).

MedServ's **technological innovation** pipeline (mobile apps, encrypted video, etc.) is a clear edge in an industry that is often slow to modernize.

- **Transparency and Client Control:** Both MedServ and MedPro emphasize transparency, but MedServ's long-developed **live reporting portal** and on-demand access is a strong point. Clients have 24/7 secure access to their data medserv.ie, which builds trust. MedServ is quite "open book" – even publishing that clients can see "*digital copies of all correspondence*" related to their accounts medserv.ie. This level of openness can be reassuring to doctors who might otherwise fear losing oversight by outsourcing. MedPro similarly highlights that their website is intuitive and gives transparency on billing status (one testimonial noted seldom needing to interact because everything was "on top of things 100%" with an easy website medpro.ie). Where MedServ might have an edge is the **value-add information** like insurer fee schedule lookups and insurance verification in the portal medserv.ie, which are relatively unique services not known to be offered by competitors. Essentially, MedServ not only does the work but equips doctors with information and tools to make informed decisions (like how to price a procedure or whether a patient's insurance covers a certain treatment).
- **Breadth of Stakeholder Support:** As discussed, MedServ caters to **all specialties and multiple practice types (solo, group, hospital)**. This versatility is a competitive strength. Some competitors target niches – e.g., HAS Medical Billing explicitly markets to certain specialties (surgeons, anesthesiologists, radiologists, etc.) ensun.io and emphasizes its expertise in those domains, which is great for those fields but perhaps they might not serve GPs or smaller clinics. Another example, **MedSecretary (UK-based)** offers a package of services including transcription and billing, similar to MedServ's model outsourcesaccelerator.com, but it's primarily in the UK market. In Ireland, MedServ is somewhat unique in managing to serve both individual doctors and larger entities. Its collaboration with the HSE for GP claims and links with the NHS for UK operations show a flexibility to adapt to different healthcare systems outsourcesaccelerator.com. This broad scope can attract diverse clients to MedServ over a competitor that might

say, “We only do consultant billing, not practice management or not GP stuff.” In essence, **MedServ can be a single partner for a doctor’s private practice needs**, whereas one might need two or three separate services to replicate all that MedServ offers (one for billing, one for admin support, one for software, etc.) if not choosing MedServ.

- **Relationships and Reputation:** Having been in the market since 2005, MedServ has built a strong reputation, which itself is an edge when competing for new clients. It is “*Ireland’s largest provider*” by its own description^{medserv.ie} and features many positive testimonials from consultants across the country^{medserv.iemedserv.ie}. MedPro likewise has excellent testimonials on its site, indicating high customer satisfaction^{medpro.iemedpro.ie}. However, MedPro is a smaller firm (estimated 10–50 employees)^{ensun.io}; some clients might prefer the “**boutique**” **feel of MedPro (run by a clinician, very personal service)**^{medpro.iemedpro.ie}, while others might prefer the **robust infrastructure of a larger firm like MedServ**. Notably, MedServ’s reputation extends into the UK, whereas Irish-focused competitors such as MedPro or HAS are not operating in the NHS space. MedServ’s claim of working closely with “*all main health insurers as well as the HSE and NHS*”^{medserv.ie} suggests they have credibility and recognition even among institutional players. This could instill confidence in potential clients that MedServ is a well-established and trusted entity. Additionally, MedServ’s audited GDPR compliance and security measures^{medserv.ie} might give it an edge in appealing to hospital contracts or any client highly concerned with data protection.
- **Results in Financial Performance:** The ultimate edge any billing solution must prove is improved financial outcomes – faster payment and increased collection rate. Both MedServ and its competitors strive for this. **MedPro** emphasizes proactive follow-up on unpaid claims and claims its approach ensures “*maximum recovery and faster payments*”^{medpro.ie}. **HAS Medical Billing** similarly lists thorough follow-up on rejected claims and underpayments as part of its service^{has.ie}. MedServ’s edge here may simply come from combining that diligence with the technology to support it (e.g., automated reminders, integrated claims links). While we don’t have published metrics, one can infer MedServ’s scale has allowed optimization – for example, the use of *electronic claim submission* where available can

shorten payment cycles, and having dedicated teams by specialty (MedServ has team managers for Surgical, Cardiology, etc. on their roster medserv.ie) means specialized knowledge to get claims right the first time. A consultant switching from another billing company to MedPro in one testimonial said the transition was seamless and *"billing has never been an issue"* since, implying a noticeable uptick in efficiency medpro.ie. MedServ likely can tell similar success stories – their clients would expect that **outsourcing to the largest player yields top-notch outcomes in reduced denials and quicker cashflow.**

In summary, MedServ's competitive edge lies in its **comprehensiveness, tech-driven approach, and proven track record.** It effectively blends the roles of a billing agency, a practice management software vendor, and an admin support service. For many providers, that integrated solution and the assurance of a big team backing them is a compelling proposition.

Of course, different clients may value different aspects: if a doctor prioritizes very personalized service and direct access to a single point person, they might lean towards a boutique like MedPro, whose selling point is *"every consultant gets a dedicated billing expert"* and high-touch service medpro.ie. If a doctor wants the lowest fee percentage above all, they might negotiate with smaller firms or even independent billers. But overall, MedServ sets itself apart by delivering **a broad, modern, and reliable service package at scale**, which few others can match in Ireland.

Pricing and Cost Considerations

MedServ's billing solution is typically priced on a **commission basis**, meaning the company takes a percentage of the amounts it successfully collects on behalf of the provider. According to MedServ's standard terms, *"Charges payable by the Customer...shall be paid by means of a commission based on Gross Amount of fees collected"* medserv.ie. In practice, this usually means if MedServ collects a certain payment from an insurer or patient, they will deduct their agreed percentage as the fee. The exact percentage is not publicly listed – it often varies depending on factors like

specialty, volume of billing, and services required. MedServ's contract allows them to amend the percentage with notice, and the client can terminate if they don't agree with a change [medserv.ie](https://www.medserv.ie), indicating the rate is set by agreement and could be adjusted over time or for different circumstances.

Typical Commission Rates: In the medical billing industry, outsourced billing services generally charge anywhere from around **5% up to 10% (or more) of collections**, depending on the complexity and volumes. For example, one external source notes that national rates for billing companies range roughly **4% to 12%** of collections (with higher percentages for lower volumes or more comprehensive services) [medproservices.net](https://www.medproservices.net). Irish providers like HAS Medical Billing state that their fee is negotiable based on **"volume, value and quality of account"**, explicitly noting that consultants working in private hospitals (who likely generate large invoice volumes with insured patients) can get a reduced fee rate [has.ie](https://www.has.ie). This suggests that a high-billing consultant might secure a lower commission (perhaps at the lower end of that range), whereas a smaller practice might pay a bit higher percentage.

Though MedServ doesn't publish a price list, we can infer it operates similarly: there is **no upfront cost to sign up** (MedServ only gets paid when you get paid), making it low-risk for a doctor to start using the service. HAS confirms *"no hidden charges of any sort"* [has.ie](https://www.has.ie) and that likely holds for MedServ too – the commission is an "all-in" fee covering all the billing work, system access, reporting, etc. For context, if a consultant bills €100,000 in a period, a 5% fee would be €5,000 cost to them, whereas a 10% fee would be €10,000. MedServ's scale might allow it to be competitive on price; however, it is also providing a premium, comprehensive service, so its percentage may be mid-range. Many clients, from testimonials, feel the cost is justified by the returns: *"Worth every penny"* as one doctor put it [medserv.ie](https://www.medserv.ie).

Additional Costs: MedServ's commission is **exclusive of VAT** [medserv.ie](https://www.medserv.ie), so 23% VAT (in Ireland) would be added to the fee portion – however, for the

doctor this is just a pass-through as they can likely reclaim it if they are VAT-registered. The fee is also tax-deductible against income^{has.ie}, effectively reducing its net cost. Typically, MedServ charges monthly: they invoice the client or simply deduct their commission from the month's proceeds and remit the balance. For instance, MedServ's terms mention using direct debit for monthly invoices or deducting at source when distributing funds^{medserv.ie}.

If a practice opts for **additional services** like the full secretarial support or uses the MedServ practice management software beyond billing, there may be extra costs or a different fee structure. MedServ might bundle some of these services with the commission or charge a supplemental fee. It's not explicitly stated on the site, but one could imagine a scenario: a consultant only using billing pays X%, whereas a consultant also using the remote secretary might pay a slightly higher percentage or a flat monthly fee for admin support. These details would be clarified during the sales/demo process. The **GPServ** product potentially could be priced differently (perhaps a subscription or per-claim fee) since it's a specific tool for STC claims – MedServ invites inquiries for that, so pricing is likely customized.

Comparison with MedPro: MedPro Billing Solutions (medpro.ie) likely has a similar commission-based model. They emphasize personalized service rather than pricing on their site, but as a "boutique firm" they might charge in the same range (e.g. perhaps ~6-8% on average, though exact figures aren't published). MedPro's value proposition is not to be the cheapest but to provide superior service ("*you're not just another account — you're a valued partner*"^{medpro.ie}). In testimonials, some MedPro clients even mentioned switching from another billing company to MedPro for better service^{medpro.ie} – implying the pricing must have been acceptable or comparable. It's reasonable to assume **MedServ and MedPro's fees are in a similar ballpark** for equivalent services. A consultant deciding between them would likely get quotes; one might find MedServ could offer slightly lower commission due to economies of scale, or conversely MedPro might offer a deal to win a client. Both may negotiate rates case by case.

Other competitors in Ireland like HAS Medical Billing also charge commission only on monies collected^{has.ie}. Smaller agencies sometimes charge higher percentages if volumes are low, but they might also offer very personalized approaches. There is also at least one company literally called **Medical Billing Ireland (est. 2009)** that markets itself as “Ireland’s premier billing company” – presumably they too use a similar fee model. The market being competitive, a rough **market rate** in Ireland seems to cluster in the mid-to-upper single digits percentage for full-service billing.

One should also factor in **indirect cost differences**: Using MedServ might replace the need for an in-house medical secretary (salary) or expensive practice software subscription – so the commission fee needs to be weighed against those savings. For example, if MedServ’s commission is 7%, but you save on a €30,000/year admin salary, it could be very cost-effective. MedPro or others that focus only on billing wouldn’t eliminate the need for a separate secretary if one is needed for other tasks. Thus, MedServ’s broader service could represent a better overall value for those who utilize everything it offers. Conversely, a doctor who already has staff and just wants basic billing might negotiate a lower rate with a simpler service.

International Variants: In the UK, where MedServ also operates, pricing might be structured slightly differently (for instance, UK private practice often involves direct invoicing to patients or insurers without claim forms, and possibly more digital integration). But likely MedServ UK also uses a percentage fee. They mention working with NHS as well – possibly for NHS-related billing or subcontract work, but details are scarce.

In summary, **MedServ’s pricing is a performance-based model (commission on collections), with no big upfront fees.** This aligns incentives: MedServ only succeeds if the doctor succeeds in getting paid. The rough cost is in line with industry norms, and while not the cheapest option available (cheaper might be doing it oneself or hiring a single in-office biller for a salary), the value provided often exceeds the fee through

higher collection rates and time saved. As one surgeon said about MedPro, and it rings true for any good billing service, *"It has relieved me of mountains of paperwork... enabling me to focus on patients... The service is exemplary"*^{medpro.ie}. That freedom and efficiency is what the commission buys.

Notable Alternatives in Ireland

Focusing on Ireland-only competitors, here are a few common alternatives to MedServ and how they compare:

- **MedPro Billing Solutions (medpro.ie):** Founded in 2009 by a registered nurse, MedPro is a prominent Dublin-based competitor to MedServ. MedPro offers medical billing services with an emphasis on **personalized, high-touch service** and strong expertise from a clinical perspective^{medpro.ie}. Each client gets a *dedicated billing specialist* and the team is all in-house, ensuring consistency^{medpro.ie}. MedPro highlights proactive management – they don't just submit claims, they aggressively follow up on unpaid ones^{medpro.ie}, similar to MedServ's approach. They also assist new consultants with insurer registration and provide a cloud-based platform for reporting (though possibly not as feature-rich as MedServ's). Where MedPro differs is scale (a smaller client base) and potentially a more boutique feel – clients frequently praise the **personal attention and responsiveness** ("always contactable," "fast response to queries"^{medpro.ie}). This suggests MedPro might be very reachable for urgent issues, possibly even more so than a larger firm. However, MedPro does not advertise additional services like practice management software, telehealth, or virtual secretaries. It's primarily a billing and collection service with excellent customer service and reliable results. For an individual consultant who already has office support and just needs billing, MedPro is a strong alternative. In terms of **cost**, as discussed, MedPro's commission likely aligns with market rates; a few clients mention switching from other billing companies to MedPro for better service, not specifically for price^{medpro.ie}. MedPro is **trusted across Ireland** with many word-of-mouth referrals^{medpro.ie}, indicating high client satisfaction. It's a top choice if one values a slightly smaller operation where the founder

(who has a medical background) is closely involved – some might find that more reassuring than a large corporate setup.

- **HAS Medical Billing (has.ie):** Hospital Accounting Services (HAS) is a long-established Irish medical billing company (operating for over 25 years). They are a **specialist service catering especially to consultants in fields like anesthesiology, radiology, pathology, and surgery**^{ensun.io}. HAS is smaller (1–10 employees per some sources^{ensun.io}) and focuses on providing a “first-class service” to a loyal client base. They emphasize their deep knowledge in each specialty – for instance, understanding how anesthesiologists should coordinate billing with surgeons to maximize reimbursement^{has.ie}, or how to handle National Treatment Purchase Fund cases, etc. HAS uses a **dedicated computer system and an online portal/app for secure data submission**^{has.iehas.ie}, so they are also leveraging technology, albeit perhaps not to the same extent as MedServ. One unique aspect: HAS has separate information sections per specialty on their site, showing they tailor their approach depending on the practice nuances of each field (e.g., for radiologists who often bill without patient interaction, for pathologists with high volume of small fees, etc.). They handle everything from issuing bills, reconciling payments, chasing underpayments, to liaising with hospital accounts departments and patients^{has.iehas.ie} – very much like MedServ’s scope in billing. The difference is HAS does *only* billing and collection; they don’t provide secretarial staff or broader practice management beyond the billing realm. Their size might appeal to consultants who prefer a known small team possibly offering a personal touch and consistency (some of their clients have been with them for decades^{has.ie}). In comparison to MedServ, HAS might not offer fancy mobile apps or telehealth integration, but it delivers on core billing efficiency and has a reputation built over a long time. **Pricing** at HAS is commission-based and negotiable by volume, with no extra fees^{has.ie}, likely in a similar range to others. For a consultant in Ireland who desires an experienced, no-frills billing partner, HAS is a viable alternative.
- **Medical Billing Ireland (MedicalBilling.ie):** This is a company that markets itself as “Ireland’s premier billing company” since 2009 (which coincidentally is the same year MedPro started, so there could be some overlap or it might even be referring to MedPro under a different name, but assuming it’s separate). They claim a proven track

record in providing billing solutions for doctors. While specific details are sparse (their website appears to have minimal info), the existence of such a firm indicates there are a few smaller players doing similar work. They presumably also charge commission on collections and offer services like invoice submission and follow-ups. Without more detail, it's hard to compare, but one can assume their scale is modest. The key takeaway is that there are **multiple boutique billing agencies in Ireland** beyond the big names; some practices might even use independent medical secretaries or accountants to do billing. These alternatives might be lower-cost or more customizable for very small practices, but they might lack the robust systems and breadth of support that MedServ provides.

- **MedSec and Others:** Some companies or services (often part of clinic management groups) offer billing as part of a package. For instance, *MedSecretary* in the UK is one that provides practice management plus billing, similar in concept to MedServ's approach outsourcesuccess.com. In Ireland, larger healthcare groups or clinic networks sometimes have internal billing teams (for example, Centric Health for primary care, or hospital groups handling consultant billing in-house). Another relevant solution is **Clanwilliam Health's Claimsure** system – this is a software platform many Irish hospitals use to manage insurance claims ensun.io. While not a direct competitor (Claimsure is a software, not an outsourced service), it's part of the context for hospital billing. Some consultants who practice at certain hospitals might interface with such systems, but those systems are aimed at hospital billing departments, not at independent providers. MedServ's advantage is that it fills the gap for individual providers or groups who need both the system and the service.

In conclusion, **MedServ and MedPro** are arguably the two leading private billing services for doctors in Ireland. MedServ distinguishes itself with a larger operation, more extensive service offerings (tech and admin services), and a track record of rapid innovation. **MedPro** distinguishes itself with a very personalized, clinician-led approach and excellent client feedback, essentially competing on service quality and trust. Other Irish alternatives like **HAS** have niche expertise and long-standing reliability in the market. When choosing among these, stakeholders will consider factors like: *Do I need full practice management or just billing? Do I prefer a large team or a*

dedicated individual? Is cutting-edge tech important or just effective claims processing?

MedServ's proposition is strong for those who want an all-encompassing solution and the confidence of a big provider with extensive connections. Alternatives might be preferred for those who want perhaps a smaller vendor or have simpler needs. It's worth noting that, given MedServ's broad scope, some practices even use MedServ for certain functions and another solution for others (though typically one would consolidate for efficiency).

Demo Availability and Conclusion

For those interested in MedServ, the company offers to **"Book a Demo"** via their website medserv.ie. This usually entails scheduling a meeting or online demonstration with the MedServ team. They'll likely showcase their portal, software, and app, and explain how the service works for the client's specific context. A **free demo of the practice management software** (RPM system) can be arranged easily, as noted on their site medserv.ie. There's also a **MedServ App Demo video** available – for instance, MedServ has shared a demo on YouTube/LinkedIn demonstrating the mobile app's features [linkedin.com](https://www.linkedin.com). This video highlights how the app allows secure management of patient info, processing of payments, and claims handling through a smartphone [linkedin.com](https://www.linkedin.com). While not a public "trial account," these resources give a good sense of the user experience. GPServ similarly invites GPs to request a demo via gpserv.ie medserv.ie, showing that hands-on previews are readily provided.

There is no fully public sandbox of the MedServ system due to the sensitivity of medical data, but interested clinicians can engage with MedServ for a tailored demo and even speak to existing clients for reference. The **MedServ team**, as introduced on their site, is quite approachable – with roles like Client Experience Manager and Head of Growth for UK/IRL medserv.ie – indicating they prioritize onboarding new clients smoothly and maintaining satisfaction.

In conclusion, **MedServ's billing solution is a comprehensive, innovative platform** that addresses the administrative pain points of medical practice in Ireland. It covers the gamut from invoicing and debt collection to scheduling and virtual care, making it a unique hybrid of service and software. For Irish healthcare providers, especially consultants juggling private practice alongside clinical work, MedServ offers a proven way to **boost income collection, reduce administrative stress, and improve operational efficiency**. Its edge lies in combining scale and technology with deep industry expertise, enabling it to serve all stakeholders – doctors, patients, and payors – effectively.

When comparing MedServ to competitors like MedPro or others, it becomes clear that the Irish market has options to fit different preferences: MedServ for an all-in-one robust solution, MedPro for a personalized boutique experience, and smaller firms for bespoke or niche needs. Ultimately, many doctors find that outsourcing billing (to any reputable provider) yields higher revenue and more free time than struggling to do it alone outsourceaccelerator.com. MedServ has positioned itself as a leader in this space by continuously expanding its feature set (e.g. mobile app, telehealth integration) and maintaining a strong support team.

For a practice evaluating MedServ, the key considerations will be the **fit of services to their needs, the trust in handing over financial processes to a third party, and the cost-benefit tradeoff**. The evidence from MedServ's widespread adoption and client testimonials suggests that for many, the benefits overwhelmingly justify the cost – as the refrain goes, it lets healthcare professionals **"focus on what truly matters: your patients"** linkedin.com while experts handle the rest.

Sources: MedServ Official Site and Documentation medserv.iemedserv.iemedserv.iemedserv.ie;
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