

# MedPro Billing Solutions – Features, Stakeholders, and Competitive Analysis

**MedPro Billing Solutions** ([medpro.ie](https://medpro.ie)) is an Irish-owned medical billing service that helps healthcare providers – especially hospital consultants in private practice – manage and streamline their billing and claims process. Founded by a registered nurse, MedPro offers a **boutique, high-touch service** focused on fast-tracking consultants' private income while reducing administrative burdens [medpro.ie](https://medpro.ie). Below we provide a comprehensive analysis of MedPro's features and use cases, the stakeholders involved, and how it compares to other billing solutions (notably **Medserv** and other competitors). We also discuss pricing models and the availability of demos for these services.

## Key Features and Capabilities of MedPro

*Illustration: Modern medical billing solutions like MedPro provide cloud-based platforms for electronic claim submission, payment tracking, and analytics, accessible securely from any location.*

**End-to-End Claims Management:** MedPro handles the entire billing cycle from **claim form completion to final payment collection**. The service meticulously completes claim forms with correct codes and details to minimize insurer queries or rejections [medpro.ie](https://medpro.ie). Once a claim is submitted, MedPro **actively monitors and follows up on unpaid claims**, liaising with health insurers, hospital accounts departments, and even patients as needed to resolve issues and ensure every invoice is settled promptly [medpro.ie](https://medpro.ie). This proactive claims chasing maximizes collection rates and speeds up reimbursements for the doctor.

**Invoicing & Payment Collection:** MedPro manages all invoicing to private insurers and self-paying patients. Its team handles **pricing the procedures per each insurer's fee schedule and coding guidelines**, issuing invoices on the doctor's behalf [medserv.ie](https://medserv.ie). MedPro provides **online payment options for patients** – for example, a one-click “Pay Now” portal (integrated via Stripe) so patients can pay bills by credit/debit card remotely [medserv.ie](https://medserv.ie). It also offers **Electronic Remittance Advice (ERA)** processing, meaning insurer payment advices are received and reconciled electronically. This technology augments the service by saving time and reducing errors in posting payments [medpro.ie](https://medpro.ie). Furthermore, MedPro's cloud system tracks the complete **payment history for each patient** and invoice, helping identify any discrepancies or missed payments [medpro.ie](https://medpro.ie). Notably, MedPro's process includes **automatic claims status updates and error-checking** – the software keeps track of each claim from start to finish and will highlight any errors (e.g. missing info or invalid codes) for correction, preventing costly mistakes before submission [medpro.ie](https://medpro.ie).

**New Consultant Onboarding (Insurer Registration):** For newly established consultants, MedPro provides support in getting them **registered with all major private health insurers in Ireland** so that they can start billing promptly<sup>medpro.ie</sup>. This hands-on guidance ensures a new practitioner's practice is set up correctly from day one, navigating the paperwork with insurers like VHI, Laya Healthcare, Irish Life Health, etc.

**Cloud-Based Platform (Anytime, Anywhere Access):** A standout feature of MedPro is its **cloud-based billing software**. Users (consultants or their staff) access MedPro's secure web portal via any internet-connected device with a browser – no installation needed<sup>medpro.ie</sup>. Multiple users can be on the system simultaneously (useful for group practices or multi-staff clinics)<sup>medpro.ie</sup><sup>medpro.ie</sup>. Because it is a centrally hosted SaaS platform, MedPro handles all updates and maintenance: *"Once your claims have been entered into our system, we take care of the rest"*<sup>medpro.ie</sup>. The software automatically adapts to changes in insurer or hospital billing requirements, so practitioners won't even notice when forms or rules change – *"that's a huge advantage over our competition"*<sup>medpro.ie</sup>. This ensures the system is always up-to-date with the latest codes and submission protocols without burdening the users.

**Intuitive User Interface:** MedPro's web portal is designed to be **minimalist, user-friendly, and easy to learn** even for those with no prior billing software experience<sup>medpro.ie</sup>. The interface guides users by identifying billing opportunities and providing a personalized "à la carte" menu of claim items to choose from<sup>medpro.ie</sup>. In practice, this means a doctor or secretary using the system can quickly select the correct procedure codes or billing items from pre-configured lists, rather than manually inputting everything. The system's **workflow is streamlined and efficient**, aiming to not impede daily operations. For example, MedPro makes claim submission "painless" by reducing data entry and automatically catching errors; users spend less time on billing admin and more time with patients<sup>medpro.ie</sup>. This intuitive design lowers the learning curve and speeds up adoption.

**Reporting and Analytics:** MedPro provides robust **reporting tools and financial analytics** through its platform. Consultants have on-demand visibility into every invoice's status and can generate custom reports on income, outstanding claims, and more<sup>medpro.ie</sup>. MedPro offers timely and actionable analytics – e.g. claim aging reports, weekly or monthly summaries of billing and collections – to help practitioners gauge their financial performance<sup>medpro.ie</sup>. These **customized reports and dashboards** make it easy for doctors (and their accountants) to track practice revenue, reconcile accounts, and prepare for taxes. MedPro adheres to **ISO 9001:2015 quality standards** in its processes, which underpins the accuracy of its billing and reporting<sup>medpro.ie</sup>. By unleashing advanced analytics, consultants can even spot trends or potential issues in their billing processes (for instance, identifying if certain procedures often get partially paid or if any insurer is slower to pay)<sup>medpro.ie</sup>. In short, MedPro's reporting provides full transparency and insight into the practice's cash flow.

**Data Security and Compliance:** Handling sensitive medical and financial data, MedPro emphasizes strong security and compliance measures. All user access to the system is over secure SSL connections, and the cloud database is fully encrypted<sup>medpro.ie</sup>. MedPro notes that it operates **enterprise-grade firewalls “the kind that banks use”** to protect data<sup>medpro.ie</sup>. The company is compliant with **GDPR and the Irish Data Protection Act 2018**, and has adjusted its processes and controls to meet these stringent privacy standards<sup>medpro.ie</sup>. In fact, MedPro’s policies ensure all information remains confidential and secure on its interactive site<sup>medpro.ie</sup>. This focus on compliance gives clients confidence that patient data and billing records are safeguarded. (Likewise, MedPro’s major competitor Medserv has been audited by the Data Protection Commission and similarly prioritizes IT security<sup>medserv.ie</sup>, underscoring how vital compliance is in this industry.)

**Integration with External Systems:** MedPro recognizes that healthcare providers might use other software (like electronic health records or scheduling systems). To support a **seamless workflow**, MedPro’s solution can integrate with external systems that the practice uses<sup>medpro.ie</sup>. For example, if a clinic already has a practice management or EMR system, MedPro can potentially interface to pull patient demographics or appointment data into the billing system, avoiding double-entry. This flexibility ensures that adopting MedPro won’t disrupt existing clinic software ecosystems – instead it can connect and complement them.

**Dedicated Support and Service:** A key selling point of MedPro is the **personalized support model** behind the software. Every client (doctor) is assigned a **dedicated billing specialist** – a real person who is familiar with the practice and available to assist one-on-one<sup>medpro.ie</sup>. MedPro’s team come from medical and billing backgrounds, so they understand clinical terminology and complex cases<sup>medpro.iemedpro.ie</sup>. The support is highly accessible: staff are in-house (Dublin-based) and just a phone call or email away, with **no long waiting times** for help<sup>medpro.ie</sup>. MedPro guarantees **rapid responses to queries** from consultants or their accountants, knowing that timely answers keep the practice running smoothly<sup>medpro.iemedpro.ie</sup>. This high-touch service is backed by continuous training of staff to maintain excellence<sup>medpro.ie</sup>. In short, MedPro positions itself not just as software, but as a **full-service billing partner** to the medical practice. Clients frequently praise the efficiency and personal attention – as one testimonial puts it, *“billing has never been an issue [since switching to MedPro]... The team are very professional and any query is dealt with promptly and efficiently. There is nothing they cannot resolve”*<sup>medpro.ie</sup>. This reflects MedPro’s consultative approach: they treat each practice’s billing as if it were their own, striving for integrity, transparency, and precision<sup>medpro.ie</sup>.

**Accuracy and Compliance Expertise:** Because MedPro’s staff have medical domain experience, they bring an **extra level of accuracy** to the billing process. They understand complex medical procedures and coding nuances, which drastically reduces claim errors and rejections<sup>medpro.ie</sup>. MedPro boasts that its claims are processed with minimal rejections due to this expertise<sup>medpro.iemedpro.ie</sup>. Additionally, MedPro’s processes adhere to insurer rules so well that if insurers or hospitals introduce new submission requirements, MedPro updates its system behind the scenes, sparing the doctor any hassle<sup>medpro.iemedpro.ie</sup>. By **ensuring claims are**

“**done right the first time**”, MedPro helps consultants get paid faster and avoid revenue leakage from denied claims.

**Summary of MedPro’s Edge:** In summary, MedPro offers a **cloud-based, secure billing platform** combined with a **hands-on support team**, aiming to “**help medical professionals get paid faster**” (their motto)[medpro.ie](https://medpro.ie). It covers everything from data entry to chasing payments, provides real-time visibility and analytics to the doctor, and integrates modern technology (online payments, electronic remittances, cloud access) to streamline the experience. This comprehensive approach allows doctors to **offload the tedious billing tasks** and focus on patient care, while maintaining confidence that their private practice income is being optimized and managed professionally.

## Use Cases and Stakeholder Benefits

MedPro’s solution is geared toward **private healthcare providers** – primarily specialist doctors (consultants) in Ireland who generate income from patient consultations, procedures, or surgeries and need to bill private insurers or patients. Several use cases illustrate how different stakeholders benefit:

- **Independent Consultants in Private Practice:** A typical user might be a hospital consultant (e.g. a surgeon, cardiologist, etc.) who sees private patients in a clinic or hospital setting. Such a doctor can engage MedPro to handle all billing of their patient fees. **Before MedPro:** the consultant or their secretary would have to issue invoices to numerous insurance companies, track each claim, answer patient billing queries, and chase down unpaid bills – a time-consuming distraction from clinical work. **With MedPro:** the consultant simply provides basic patient and treatment details (e.g. via a secure online form or dictation) and MedPro’s team takes over the rest[medserv.iemedserv.ie](https://medserv.iemedserv.ie). For example, after a procedure, the doctor can rely on MedPro to submit the insurer claim correctly coded and priced[medserv.ie](https://medserv.ie). MedPro will ensure the claim is processed and will follow up with the insurer if payment is delayed[medpro.ie](https://medpro.ie). The doctor can log into the MedPro portal 24/7 to see the status of all their invoices and payments in real time[medserv.ie](https://medserv.ie). The benefit for the consultant is **dramatically reduced administrative burden** – they spend “**less time on admin and more time with patients**”, as Medserv aptly puts it[medserv.ie](https://medserv.ie). The consultant also enjoys higher **income stability**, because MedPro’s persistent follow-up means fewer missed payments or forgotten claims. At month-end or tax time, the consultant receives comprehensive financial reports from MedPro, simplifying accounting and revenue recognition[medserv.ie](https://medserv.ie). Overall, the consultant gets peace of mind that their earnings are being maximized and received promptly without having to hire in-house billing staff.
- **Newly Appointed Consultants:** When a doctor is new to private practice, they face a **daunting setup process** – for instance, registering with each insurance provider so that they can submit claims and be listed as a recognized consultant. MedPro’s service shines here by **hand-holding new consultants through insurer registration** and initial setup[medpro.ie](https://medpro.ie). In Ireland, major insurers (Vhi, Laya, Irish Life, etc.) require credentialing of the consultant and agreement on fee schedules. MedPro provides the guidance and paperwork support to get the doctor on board with all insurers quickly[medpro.ie](https://medpro.ie). This use case ensures that *from day one* of private practice, the

consultant can start billing confidently without missing out on billable services due to administrative delays. MedPro essentially accelerates the ramp-up of the consultant's practice.

- **Group Practices and Clinics:** MedPro can support group practices (where multiple doctors share a practice or a clinic) by accommodating multiple users and complex income distribution needs. The platform is multi-user, so each doctor in a group can have a login, and an administrator can oversee the whole group's billing [medserv.iemedserv.ie](#). While MedPro's site focuses on individual consultants, it is analogous to competitor services that explicitly offer group features – for example, Medserv provides **group billing administration** such as “*distribution of income [among group members] and reporting to individual group members*” [medserv.ie](#), and MedPro would likewise be able to handle such requirements given its reporting flexibility and dedicated account managers. In a group scenario, MedPro's team might also advise on **group formation and insurer registration as a group**, similar to Medserv's approach [medserv.ie](#). The benefit to a group or clinic using MedPro is that **each physician's earnings are tracked separately yet managed under one system**, and the group gets consolidated reports. This can streamline operations for clinics that host many consultants – rather than each doctor doing separate billing with separate staff, the clinic can rely on one professional service (MedPro) to manage all billing uniformly. Additionally, **hospital outpatient clinics or day surgery centers** that handle billing for facility fees could potentially use MedPro in a tailored way (though MedPro primarily targets professional fees, not facility fees). Notably, Medserv advertises custom solutions for clinic facilities and integration with hospital systems [medserv.ie](#); while MedPro doesn't explicitly detail this on its site, its **integration capability** and experience working with hospital billing offices suggests it can collaborate with facilities as well [medpro.ie](#).
- **Medical Secretaries and Practice Managers:** For consultants who do have a medical secretary or practice manager on staff, MedPro is still highly valuable. In many private practices, the secretary would traditionally be responsible for preparing claim forms and invoices, checking insurance details, and answering patient calls about bills. By outsourcing to MedPro, the **secretary's workload is lightened significantly**. They no longer need to become billing experts or spend hours on the phone with insurers – MedPro handles those tasks. The secretary (or practice manager) can instead focus on scheduling, patient coordination, and other administrative tasks that improve patient care. They can still use MedPro's system to input charges or view reports as needed, since multiple logins with role-based access can be provided [medserv.ie](#). Essentially, MedPro becomes an extension of the practice's admin team. This can be especially useful during staff absences or busy periods – MedPro's team ensures billing continues seamlessly even if the practice's own staff are unavailable. Competitors note this benefit too: Medserv points out that with their service, doctors “*do not always have time to submit invoices and follow up with insurers*”, which is why outsourcing is so helpful [medserv.ie](#). Secretaries appreciate that MedPro's specialists are just an email or call away to answer any billing question that arises, saving them the trouble of figuring it out alone [medpro.iemedpro.ie](#).
- **Patients:** Although patients are not the direct customers of MedPro (they are on the receiving end of bills), they are stakeholders in the billing process. MedPro's approach can indirectly benefit patients by making the billing experience **smoother and more transparent**. For instance, MedPro will handle patient queries about invoices – if a patient calls confused about a bill or needing to arrange payment, MedPro's staff will liaise with them professionally [medserv.ie](#). This means patients get prompt answers from billing specialists, rather than waiting for the busy doctor or



secretary. MedPro also offers a **convenient online payment portal** [medserv.ie](https://medserv.ie), which is a big plus for patients – they can pay their bills securely by card from home, and even in **instalments or a “pay now” link** if provided, rather than dealing with cheques or phoning in card details. A faster, well-managed billing cycle also benefits patients by resolving their insurance claims quickly – any issues with cover or approvals are chased by MedPro, reducing the risk of surprise bills later. In summary, patients experience a more organized billing system and have a point of contact for any concerns, which can improve patient satisfaction with the doctor’s practice.

- **Insurance Companies:** While insurers are not clients of MedPro, they interact closely with it. A competent billing service like MedPro can actually be a **positive for insurers** as well. Claims that are submitted accurately and electronically, with proper codes and documentation, are easier for insurers to process **without manual intervention or back-and-forth**. MedPro’s understanding of each insurer’s requirements (including each one’s “fee-assured” rates and coding rules) means fewer errors or resubmissions [medserv.ie](https://medserv.ie). Insurers thus receive cleaner claims and can adjudicate them faster. Additionally, MedPro’s team working with insurer reps to follow up on unpaid claims can help catch any issues (like missing clinical information or patient policy problems) and get them resolved, rather than letting claims languish. Insurers also send Electronic Remittance Advice to MedPro, which suggests a level of integration – possibly via insurer portals or EDI – that reduces paperwork for both sides [medpro.ie](https://medpro.ie). Overall, a service like MedPro contributes to a more efficient healthcare billing ecosystem, which insurers certainly appreciate. In Ireland, where insurers have “fee assured” arrangements (meaning the insurer will pay the provider’s fee up to a set schedule amount), MedPro keeps an updated database of these fees [medserv.ie](https://medserv.ie), ensuring doctors don’t overcharge beyond insured amounts – again smoothing the insurer-provider relationship. Moreover, MedPro’s partnership approach (they mention strong partnerships with insurers [medpro.ie](https://medpro.ie)) hints that they actively communicate to resolve any billing policy changes or compliance issues, which ultimately benefits all parties.
- **Accountants and Financial Stakeholders:** Many consultants have accountants or financial advisors managing their practice income. MedPro benefits these stakeholders by providing **clear, timely financial reports** and even end-of-year accounting summaries [medserv.ie](https://medserv.ie). For example, MedPro can supply an **annual report at tax return time** detailing all fees earned, broken down by category, which the accountant can use for the doctor’s tax filings [medserv.ie](https://medserv.ie). Additionally, because MedPro only gets paid when the doctor gets paid (commission model), the service encourages optimized cash flow – something any financial manager would welcome. The accountant can also have access (with permission) to the MedPro portal to download statements or check any invoice status, which makes reconciliation easier. In short, stakeholders who oversee the practice’s finances get **enhanced transparency and accuracy** from using MedPro.

In all these use cases, MedPro serves as a **centralized billing backbone** for the practice, taking on the heavy lifting of revenue cycle management. Stakeholders from doctors to office staff to patients experience improvements: faster payments, less administrative hassle, and professional handling of the complexities of medical billing.

## Pricing Model and Cost Comparison

Both MedPro and its competitors typically operate on a **commission-based pricing model**, where the billing service's fee is a percentage of the money collected on behalf of the doctor. 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*"<sup>medserv.ie</sup>. In practice, this means if the service collects €X in a month for the doctor, a certain percentage (e.g. 5%–10%) is retained as the service fee, and the rest is remitted to the doctor. The commission is usually **exclusive of VAT**<sup>medserv.ie</sup> and is often deducted at source before funds are passed on (or invoiced monthly). MedPro follows a similar model (industry-wide, most medical billing services do). In fact, some providers explicitly advertise "**no advance fees – when you are paid, we are paid**", highlighting that their incentive aligns with the client's success<sup>has.ie</sup>. This commission structure is attractive to doctors because there are **no large upfront costs** – the service's cost scales with revenue.

**Typical Commission Rates:** While MedPro's specific percentage is not published openly (one would get a quote based on specialty, volume, etc.), industry sources suggest outsourced billing commissions usually range around **4% to 12%** of collections<sup>medproservices.net</sup>. The rate can vary depending on the complexity of work and the scope of services. For example, a straightforward high-volume specialty might negotiate towards the lower end (~5%), whereas a more complex or lower-volume practice might pay toward the higher end of that range. For reference, Medserv, being a large provider, might have competitive rates in the mid-to-upper single digits (and they reserve the right to adjust the percentage with notice as per their contract<sup>medserv.ie</sup>). Smaller boutique firms like MedPro might be in a similar range; they compete more on service quality than price, so one should not expect a drastic difference in commission.

**Setup or Other Fees:** Some billing services charge an initial setup or software fee, or a minimum monthly charge, but many (including Medserv/HAS) emphasize that there are "*no maintenance costs*" and no fees unless money is collected<sup>has.ie</sup>. MedPro's materials do not mention any upfront fee – it's likely they rely purely on the commission. One potential cost consideration is **value-added services**: for instance, Medserv offers additional services like practice management software modules, secretarial support, etc., which might come with separate fees or subscription costs if one opts in. MedPro's scope is more focused on billing, so the pricing is simpler (just the commission for billing work done).

**Cost Comparison (MedPro vs Medserv vs Others):** In the Irish market, **Medserv** is the largest player and presumably handles the most volume, which could give them room to offer slightly lower commission rates due to economies of scale. They also have a broad service portfolio (billing, software, admin services) and may bundle pricing for clients who use multiple services. **MedPro**, being a specialized boutique service, likely positions its pricing around the industry average commission. Clients might be willing to pay, say, a **~1% higher commission** with MedPro in exchange for more personalized attention (given their strong testimonials about service quality<sup>medpro.iemedpro.ie</sup>). Unfortunately, exact fee schedules aren't published, so a **rough estimate** would be: if Medserv charges (hypothetically) around 6–7% of collections, MedPro might charge around 7–8% for a similar scope – both well within the

typical range. Another competitor, **HAS Medical Billing** (an older Irish firm), advertises a “competitive pricing structure” but similarly only gets paid when the client gets paid<sup>has.ie</sup>. It’s reasonable to assume HAS’s commission is also in that mid-single-digit range.

For a doctor considering these services, the difference in cost might not be huge on percentage points, so the decision often comes down to service quality and features rather than price alone. It’s worth noting that even a, say, 1% difference in commission on a high income could be non-trivial in absolute euros; however, if a service yields higher collections (by reducing missed bills or speeding payments), that can easily offset a small commission difference. **Bad debt reduction and faster cash flow** are part of the value proposition. Medserv claims it “*can increase your payment turnarounds and reduce your bad debt levels*”<sup>medserv.ie</sup> – such improvements can outweigh a percentage or two of fee. In summary, **MedPro, Medserv, and similar services all use a commission model**, and their pricing tends to cluster in a comparable range. A prospective user should inquire with each for a quote tailored to their practice size and needs.

## Competitive Analysis: MedPro vs Other Billing Solutions

Several companies provide medical billing solutions in Ireland. We compare MedPro with some notable competitors to highlight similarities and differences:

- **Medserv (medserv.ie):** Medserv is the **market leader in Ireland (and also active in the UK)**, established in 2005. It has grown to be “*the UK and Ireland’s largest company specializing in medical billing*”<sup>outsourcacecelerator.com</sup>, handling private patient billing for consultants across all major hospitals. Medserv’s scale is reflected in its comprehensive offerings: aside from billing services very similar to MedPro’s (submission of invoices, follow-up, insurer registration, reporting, etc.), Medserv provides **additional services** such as a full **practice management software platform**, mobile apps, and even **remote secretarial support**. For example, Medserv’s cloud-based software (which clients can use alongside the billing service) includes features like appointment scheduling, SMS reminders to patients, electronic document storage, and more<sup>medserv.iemedserv.ie</sup> – essentially an end-to-end practice management solution with automatic integration into their billing service<sup>medserv.ie</sup>. Medserv also offers a **smartphone app for iPhone/Android** so doctors can access reports or input charges on the go<sup>medserv.iemedserv.ie</sup>. By contrast, MedPro focuses narrowly on billing (claims and invoicing), and while MedPro’s platform is also cloud-based and accessible via browser on any device, it does **not currently offer a dedicated mobile app or a full practice management suite** (its features are centered on billing and analytics rather than scheduling or clinical record-keeping).

In terms of **service model**, both MedPro and Medserv assign account managers or teams to clients, but MedPro emphasizes a “boutique” personal touch – being a smaller firm, clients often directly work with its founder or a small dedicated team, whereas Medserv has a larger organization (over 50 staff with departments for different specialties<sup>medserv.iemedserv.ie</sup>). Medserv prides itself on unprecedented transparency and dependability, and similarly provides 24/7 online reporting and live



invoice tracking for clients<sup>medserv.ie</sup> (just as MedPro does). Medserv's system even allows consultants to **verify patient insurance details online and look up the latest insurer fee schedules**<sup>medserv.ie</sup>, features that likely exist in MedPro as well (MedPro's "a la carte claim menu" suggests it presents up-to-date codes and fees too<sup>medpro.ie</sup>). One area Medserv has an edge is its deep **integration with hospitals and insurers**: Medserv built electronic links with many hospital systems and works closely with the HSE (public health system) and NHS for certain services<sup>outsourcacecelerator.commedserv.ie</sup>. This broad integration means if a hospital has an e-discharge or billing system, Medserv can sometimes plug into it, reducing duplicate entry. MedPro, being smaller, may not have such formal integrations, though it can integrate via its API approach if needed<sup>medpro.ie</sup>.

**Reputation and Client Base:** Medserv, with 18+ years in business, has a very large client base (consultants in virtually every specialty, group practices, clinics, even some hospitals outsource to them)<sup>medserv.ie</sup>. They handle *tens of millions* in billings annually (implied by their scale) and are well-known. MedPro, established in 2009, has a strong reputation as well but a somewhat more niche slice of the market (positioning itself as a premium service). Both get excellent client testimonials: e.g., Medserv's clients say "*Worth every penny. Thanks! ... It has been a revelation and changed my working life*"<sup>medserv.ie</sup>, while MedPro's say "*Without doubt the best decision since commencing my practice... relieved me of mountains of paperwork... the service is exemplary*"<sup>medpro.ie</sup>. This indicates **both services deliver significant value**, and differences lie in company size and ancillary offerings rather than the core effectiveness.

**Pricing:** As discussed, both use commission models. We don't have public numbers, but it's likely Medserv and MedPro's commissions are in a similar ballpark. Medserv's larger scale might give slightly lower rates or more flexibility for high-volume clients, whereas MedPro might justify its rate with more personalized service. Neither publishes fees – one must contact for quotes.

**Demo Availability:** Medserv actively encourages potential clients to "*Book a Demo*" on their website<sup>medserv.ie</sup>. A demo typically involves a walkthrough of their online system and services by a representative (one can schedule a meeting time via their site). They also provide a "*Request Information*" option and even allow doctors to "Sign Up" online (with an application form and terms & conditions available)<sup>medserv.iemedserv.ie</sup>. MedPro, on the other hand, does not offer a self-service demo scheduling on its site. Interested users would need to contact MedPro (via phone or email) to discuss the service; given the personal approach, they likely will arrange a one-on-one demonstration or consultation upon inquiry. There is **no publicly accessible demo or trial portal for MedPro** without engagement, which is common for such services. So, while Medserv is very visible (even attending conferences, having a larger sales outreach), MedPro operates more via direct referrals and

personal contacts (as noted, many of their clients come through word-of-mouth [medpro.ie](https://www.medpro.ie)).

- **Medical Billing Ltd ([medicalbilling.ie](https://www.medicalbilling.ie)):** This is another Irish company (based in Kildare) that offers outsourced billing for doctors. They brand themselves as “*Ireland’s premier billing company*” and have been operating since 2009, similar in age to MedPro. Their focus, as stated in their profile, is “**assisting Irish hospital consultants with their billing**” across all specialties. In terms of services, Medical Billing Ltd likely provides the same core offerings: invoice submission, insurance liaison, debt chasing, and reporting. While detailed info is scarce publicly (their website appears to require contacting them or downloading a brochure), it’s reasonable to assume their model is akin to MedPro’s – a commission on collections, no win no fee. They might not have a sophisticated online portal like MedPro/Medserv (or they might, but it’s not advertised as heavily), suggesting that one differentiator for MedPro is its **modern cloud software**. If a consultant values an intuitive web interface to check on claims, MedPro and Medserv have an edge with their proprietary systems. Medical Billing Ltd may appeal to those who prefer a smaller, perhaps locally-focused team – much like MedPro’s boutique style. We mention them to note that there are multiple players in Ireland’s medical billing outsourcing niche, and doctors sometimes compare quotes/service between at least three options (Medserv, MedPro, and Medical Billing Ltd being frequent contenders, as well as niche players like HAS).
- **HAS Medical Billing ([has.ie](https://www.has.ie)):** Hospital Accounting Services (HAS) is one of the **longest-running billing services in Ireland**, established in 1984. They have decades of experience and clients in most public and private hospitals nationwide [has.ie](https://www.has.ie). Historically, HAS has specialized teams for different specialties – for example, they emphasize services for anesthesiologists, radiologists, surgeons, and pathologists, each tailored to the needs of those fields [has.ie](https://www.has.ie). HAS’s longevity and deep domain knowledge mean they are very adept at the complexities of certain specialties (for instance, pathology group billing with many small transactions, or anesthesia billing which has unique rules). Like MedPro and Medserv, HAS provides an online portal (accessible on any device) for clients and even for hospital administrators or accountants to log in [has.ie](https://www.has.ie). They list similar benefits: **no upfront costs, online claim form generation, fewer phone calls needed due to electronic workflows, active follow-up on unpaid claims, and account reconciliation** [has.ie](https://www.has.ie). Their slogan essentially is delivering a “professional and personal service” with first-class dedication [has.ie](https://www.has.ie) – which is very much in the same spirit as MedPro. In terms of competition, HAS might cater to a slightly older generation of consultants or those in specific fields (like many pathology groups use HAS). MedPro, being newer, might have more cutting-edge tech (HAS’s portal is functional, but perhaps not as modern UI as MedPro’s). However, HAS’s selling point is **experience**: over 35+ years of navigating Irish medical billing. A consultant who highly values a long track record might lean toward HAS, whereas one who values a sleek user experience and analytics might favor MedPro. Pricing for HAS is also commission-based and described as competitive; presumably similar to others, they only get paid upon collections [has.ie](https://www.has.ie).
- **Other Alternatives:** Besides the above, the UK market has several private billing services (some of which also serve Ireland or were emulated in Ireland). For instance, *Patient Billing* ([patientbilling.co.uk](https://www.patientbilling.co.uk)) is a UK-based technology-driven service with secure online payments [outsourceaccelerator.com](https://www.outsourceaccelerator.com) – its model is comparable to

Medserv/MedPro, though primarily UK focused. There are also practice management firms like *MedSecretary* in the UK that handle consultants' admin and billing. In Ireland, some consultants opt to **do billing in-house** using practice management software (like Socrates, Helix, or Medserv's software platform) and hire staff or use accountants to follow up. However, the trend has been moving toward outsourcing to specialists like MedPro or Medserv, as the complexity of dealing with multiple insurers and the time involved makes outsourcing cost-effective. Notably, a few hospital groups in Ireland have their own internal billing departments for consultants, but even some of those have been supplanted by outsourced services for efficiency.

In the international context, the **feature set offered by MedPro is very much in line with global best practices in revenue cycle management (RCM)**. Features like electronic claims, automated error checking, electronic remittances, cloud accessibility, and analytics are also seen in leading international systems (e.g., in the US, many RCM software have similar capabilities). What differentiates solutions is often localization to the country's insurance system – MedPro and its Irish peers excel at handling the Irish insurance landscape (VHI, Laya, etc., plus the public system where applicable). MedPro's approach of blending software (SaaS) with a human service team is sometimes called **Billing-as-a-Service**, and it's a model seen worldwide for small practices. The advantage in Ireland is that the market is smaller and more homogenous (a handful of insurers), so a boutique firm can cultivate close relationships with insurer claims departments, which MedPro appears to have done<sup>medpro.ie</sup>. This gives it an edge over generic software-only solutions that a doctor might use without service support.

**Summary of MedPro's Competitive Edge:** MedPro distinguishes itself through its **personalized, medically-informed service and its modern, cloud-based platform**. Compared to the biggest competitor (Medserv), MedPro offers a more intimate scale – clients are “*not just another account — you're a valued partner*”, as MedPro says<sup>medpro.ie</sup>. This resonates with consultants who prefer tailored support (indeed, many MedPro clients came from another billing company and noted the smoother, more attentive service at MedPro<sup>medpro.ie</sup>). MedPro's founder being a nurse means the company culture is very healthcare-centric and client-focused. On the technology front, MedPro's system being built on **Microsoft and SQL Server technology** is robust and allows easy updates<sup>medpro.ie</sup>. They tout that practitioners won't even notice changes in insurance forms or hospital requirements since MedPro handles those seamlessly in the background<sup>medpro.ie</sup> – this reliability is a competitive advantage.

MedPro also highlights **speed and accuracy**: quick query responses, fast claim submissions, and low rejection rates<sup>medpro.iemedpro.ie</sup>. Their claim of “*greater accuracy*” due to their team's medical background<sup>medpro.ie</sup> suggests they can outperform a generic billing office in getting things right first time. And while Medserv or HAS have larger teams, MedPro might argue that its specialized team can provide **more consistent quality control** (they are ISO 9001 certified for quality management<sup>medpro.ie</sup>, which not all competitors advertise).

**Conclusion:** For an Irish consultant evaluating billing solutions, **MedPro** is a strong option if you value a close working relationship, a cutting-edge yet easy-to-use system, and a team that proactively manages your cash flow. **Medserv** is ideal if you want one of the biggest players with broad services (especially if you also need practice management software or admin support in addition to billing). **HAS** and others offer proven experience and maybe bespoke approaches for certain specialties. All these solutions share the same core goal: *“spend less time on admin and more time with your patients”*<sup>medserv.ie</sup> by trusting experts to handle your billing. The best choice will depend on the specific needs of the practice, but it’s clear that MedPro has carved out an excellent reputation through its blend of technology and personalized service, giving it an edge in client satisfaction and efficiency.

**Demo availability:** For those wanting to see these systems in action, Medserv provides demos on request<sup>medserv.ie</sup>. MedPro likely will arrange a personal demonstration if you contact them, although no instant demo link is provided publicly. Given the sensitive data involved, there are no publicly open demos with real data – but one can get a walkthrough of the platform’s features by reaching out to the respective companies. After due diligence, many consultants find that outsourcing billing to a service like MedPro is “the best decision... since commencing practice”<sup>medpro.ie</sup> – a testament to how these solutions can transform the financial management side of private healthcare for the better.

#### Sources:

- MedPro Billing Solutions – Official Website (Features, Services, Compliance)<sup>medpro.iemedpro.iemedpro.iemedpro.ie</sup> etc.
- Medserv – Official Website (Services and About Us)<sup>medserv.iemedserv.iemedserv.iemedserv.ie</sup>.
- HAS Medical Billing – Official Site (Company Info and Benefits)<sup>has.iehas.ie</sup>.
- Medserv Contract Terms – Commission Model<sup>medserv.ie</sup>.
- Industry Outsourcing Info – Typical Billing Commission Rates<sup>medproservices.net</sup>.
- Outsource Accelerator (2024) – Top Medical Billing Companies (Medserv overview)<sup>outsourceaccelerator.com</sup>.

#### Citations



#### [Home - Medpro Billing Solutions](https://www.medpro.ie/)

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