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Tyro claiming the Medicare market
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Tyro payments says it is processing more Medicare Easyclaim rebates than all other providers put together.

Medicare has registered NAB, CBA, ANZ and Suncorp as competitors to Tyro in the Easyclaim market, a reverse Eftpos system for rebating patients at the surgery.

"We have about 800 practices signed up, with about 500 active right now," said Gary Duursma, vice president sales and marketing for Tyro "We have already handled 500,000 Easyclaim transactions. That's more than everyone else put together.

"After a long time of frustrating delays, this has become a major part of the Tyro business."

Tyro was granted one million dollars by the Australian government earlier this year for rolling out Easyclaim to surgeries. That money was spent by the end of August, signing up 200 surgeries per month.

The Tyro Easyclaim solution is integrated with HCN's PracSoft practice management platform which is installed at about 3500 sites, or about 50 per cent of the market.

Commonwealth Bank was first out of the blocks in the Easyclaim market segment with its MediClear product and is believed to be the biggest merchant acquirer in the healthcare industry, followed by NAB.

However CBA's Mediclear and other competitors offer a stand-alone system that requires the operator to manually enter the claim and rebate details into the terminal, a task that has met stiff resistance from doctors.

One general practice in Melbourne, visited by The Sheet recently, proclaimed that Easyclaim was available there, with a Commonwealth Bank MediClear branded sign on the front counter – yet staff said they knew nothing about it.

"We aren't the only integrated solution in the market anymore, but HCN's PracSoft has the largest single slice of this market and with Tyro has a real competitive advantage," said Duursma.

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