

ECP SERVICES SCALES MULTI-STATE BILLING OPERATIONS THROUGH FLEXIBILITY & TRANSPARENCY

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- Galen Perkins,
Founder of ECP Services



THE OPPORTUNITY

Founded in 2015, [ECP Services](#) set out to build a billing agency that partners closely with EMS and fire departments to deliver transparent, collaborative billing. As the company expanded, its team needed a solution that could support clients of all sizes, from volunteer fire departments running a few hundred calls a year to larger private or nonprofit transport services.

“We wanted to work hand-in-glove with our customers,” said Galen Perkins, Founder of ECP Services. “That meant open communication, shared visibility, and the ability to tailor billing workflows for each client.”

With clients spread across multiple states, ECP Services required a cloud-based platform that could unify its operations while maintaining configuration, accuracy, and compliance across diverse payer rules and agency needs.

THE SOLUTION

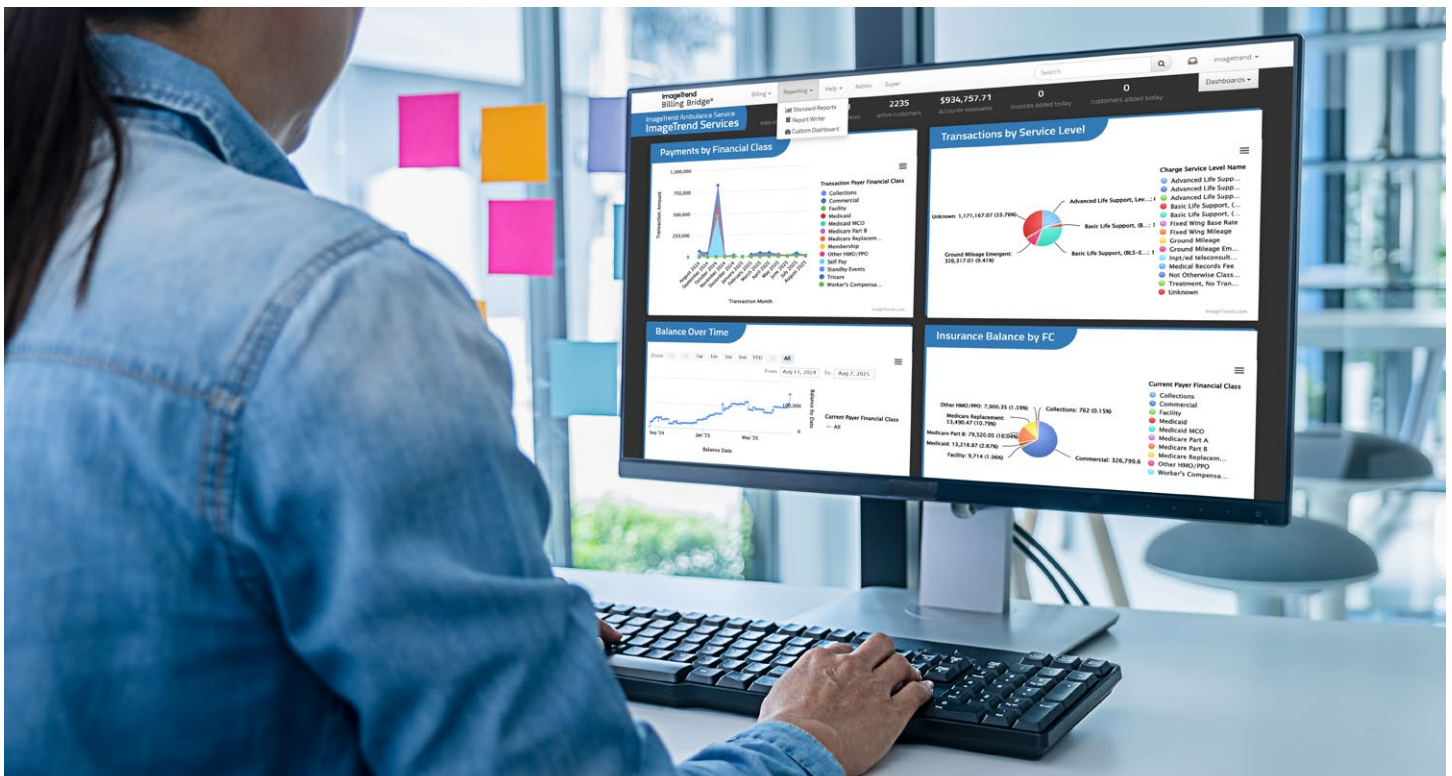
ECP Services implemented [ImageTrend's Billing Bridge™](#), a cloud-based platform designed for both in-house and outsourced billing teams. For Perkins, the flexibility of the system was key.

“We’re a small company, so we needed a web-based solution that didn’t rely on internal servers, but also one that gave us flexibility to tailor billing for each client,” said Perkins.

Billing Bridge allows ECP Services to **automate billing workflows across 33 clients in four states**. Conditional triggers and validation rules enable the team to run simultaneous billing actions on the same invoice. For example, invoicing the patient while also flagging a balance for review or appeal.

This capability also extends to payer-specific compliance. Because every state and payer has unique submission rules, Billing Bridge enables ECP Services to configure validation logic for each.

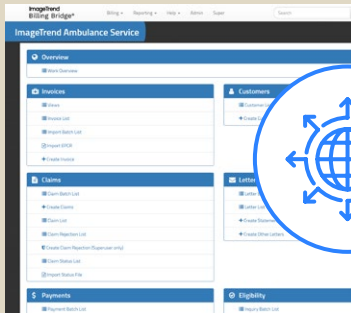
“We can set a rule that triggers for Wyoming Medicaid but not Wisconsin Medicaid,” Perkins explained. “That flexibility lets us stay compliant while keeping processes efficient.”



THE OUTCOME

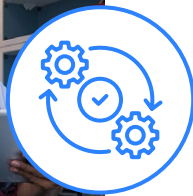
Since adopting Billing Bridge, ECP Services has scaled significantly—from three clients in 2018 to 33 today—without sacrificing accuracy, transparency, or service quality. The platform’s integrations, automation, and analytics tools have enabled the team to grow sustainably while maintaining their personal, client-first approach.

Key outcomes include:



Scaled operations across four states:

Unified workflows while tailoring billing rules for regional payers and agency preferences.



Reduced manual work through integrations:

Automatic ePCR imports, clearinghouse remittances, and scheduled reporting save staff significant time.



Enhanced visibility for clients:

Configured dashboards built through [Report Writer](#) allow clients to view key billing metrics in real time.



Strengthened data security and transparency:

Segmented access ensures each client sees only their data, creating a truly open yet [HIPAA-compliant](#) billing environment.

“Our clients can log in and see everything—their invoices, dashboards, and reports—without waiting for a month-end summary,” said Perkins. “It gives them peace of mind and builds trust.”

THE RESULTS

Through Billing Bridge’s **security segmentation** and **Report Writer**, ECP Services designed dashboards that display each client’s key metrics and trends. Agencies can monitor performance, view invoice statuses, and access month-end reports that align with accounting standards, all in one place.

“The transparency is huge for us,” Perkins said. “When we send out a claim, it’s our client’s name on it. They’re ultimately responsible for what goes out. Billing Bridge lets them see the process for themselves while keeping data secure.”

Metric	Before Billing Bridge	After Billing Bridge
Clients Served	3 clients in 2 states	33 clients in 4 states
System Hosting	Locally managed software	Cloud-based, no internal IT needed
Billing Process	Manual, varied by client	Automated and configurable to client
Reporting	Static, manual reports	Real-time dashboards via Report Writer
Client Visibility	Limited communication	Transparent, secure client access

LOOKING AHEAD

As ECP Services continues to grow, Billing Bridge remains central to its scalability strategy. Perkins plans to build on the system’s existing automation while exploring future integrations, such as hospital outcome data, to create even more streamlined processes.

“Billing reimbursements are complex,” Perkins said. “If you’re still doing tasks manually to get the results you want, it’s time to find a system that can automate that, without needing a programmer to do it.”