

CASE STUDY: ASSOCIATED HEARING AIDS OF IL

If Miracle-Ear franchisee Peter Gaspary's bookkeeper hadn't resigned, he never would have discovered an easier, less expensive way to pay his bills.

Gaspary, the owner of Associated Hearing Aids of Illinois, in Elmhurst, is one of Miracle-Ear's franchisees, with 27 hearing aid centers across the state. For many years, Gaspary used a full-time bookkeeper to keep track of his finances on QuickBooks. "Every week, I spent at least an hour approving and hand-signing 30-40 checks for utilities and rent for my centers and for office and medical supplies," Gaspary said. "Now I do it all with Bill.com and it only takes me five minutes."

Gaspary's shift to Bill.com was not planned. Although his "old-fashioned bill paying system of printing out checks and sending them through the mail," was time-consuming, Gaspary would have continued using it. But one day, his bookkeeper suddenly left. Gaspary had met Jeremy Kiecker, a CPA with the Edina, Minnesota accounting firm Moquist Thorvilson Kaufmann Kennedy & Pieper LLC (MTK) at conventions hosted by his franchisor, Amplifon, of Plymouth, MN. "I called Jeremy to help me write an ad for a new bookkeeper," Gaspary said. "Instead, he came back with a whole new proposal."

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One of MTK's practice niches is the hearing industry, and Kiecker suggested that Gaspary do away with his bookkeeper position and hire MTK as its outsourced accounting firm. Kiecker also proposed that Gaspary try using Bill.com, a new system that synchronizes with QuickBooks, to pay his bills. "I saw a demo that explained how Bill.com works and it just made so much sense that I wanted to try it," the franchisee said.

"Now I just go into the accounts payable section of Bill.com," Gaspary said, "and make check marks next to the bills I want paid. Then I hit a button and, that's it. Bill.com takes care of the payment and syncs details with QuickBooks."

Those payments can be electronic transfers directly into the recipient's bank account, or checks sent out by Bill.com. Sarah Bader, a supervisor at MTK, said that only about 20 percent of all vendors paid via Bill.com for the accounting firm's clients opt for electronic payments. "Once people see how easy e-checks are, they will gain in popularity," she predicted.

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In the meantime, Gaspary is pleased to be saving time and the expense of a bookkeeper's salary. The new system is even paying unexpected dividends. Because Bill.com is Internet based, Gaspary can check whether an invoice has been paid when he's on the road, visiting his many centers. "I have a better understanding of what's happening on a cash flow basis," he said, "because Bill.com's calendar acts like a whiteboard, telling you what needs to be paid this week, plus three weeks in advance. And there's a certain comfort," he said, "in knowing my accountant is handling my books. Coupled with Bill.com, I'm confident that my bills are being expensed properly."

Now that Gaspary has had such success with the online bill management system, Kiecker is introducing it to other hearing aid center owners. Miracle-Ear has over 1200 franchised locations and Gaspary plans to tell his colleagues about how Bill.com has made his life easier. "I am so glad we happened into Bill.com and MTK, now I have more time to focus on business and helping my customers" he said.



Bill.com Help and FAQ Support Sign Out
Welcome, Sarah Lee of Aaron's Specialty | Change Company

Home Inbox Payables Receivables Documents Reports Setup Search Site Go

To Do List
Pay: 1 bill overdue
Approve 2 bills
Process 6 documents in Inbox
Review 5 uncashed check(s) (> 20 days)
Track: 1 invoice overdue

Launch Pad
Find Vendor
Vendor: [] Go
Quick Links
Enter bill with documents
Enter bill without document
Manage recurring bills
Pay Vendors via ePayment
Set up PayPal payments
Manage users
View chart of accounts
View funds transfer report
Change email preferences
Store company or vendor documents
Create folder
Help me get started

Bill.com Payment Network
Skip the invitation for your customers who use Bill.com. Have them enter your ID to enable ePayments:

Upload Your Bills
aaronsspecialty@bill.com
650-644-3392
Upload your files: [Browse...] [Upload]

Projected Cash Flow for Default Checking May 31, 2011
Based on \$86,210 balance as of 05/30/11
 Hide unpaid bills/invoices

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31 (\$18,930)	June 1	2 (\$4,800)	3	
		= \$67,280		= \$62,480		
5	6 (\$2,940)	7	8	9	10 \$8,260	
	= \$59,540			= \$67,800		
12	13	14 \$2,980 (\$3,200)	15	16 (\$2,930)	17	
		= \$67,580		= \$64,650		
19	20					
26	27					

Bill Approval Workflow
Which option best fits your company's payables workflow?

Select Description Payables Workflow

Bills are routed for approval and are ready to be paid when approved.
Enter Bills → Approve Bills → Pay Bills

Bills don't need approval and are ready to be paid once entered into Bill.com.
Enter Bills → Pay Bills

Next Cancel



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