

Keys

to Success in Your Medical Practice

Summer 2007

What Is Comprehensive Insurance Follow-up?

Comprehensive Insurance follow up is a necessary part of the medical billing process, and it consists of three main components:

1. Correspondence - your medical billing partner will handle all the paperwork generated from your medical billing claim filings. Sometimes insurance companies ask for additional information or authorization reports. Your medical billing partner will take care of answering all these requests to get your medical billing claims processed.
2. EOBs - When a claim is paid in full or partially, you need to know. Your medical billing partner will post those payments accurately complete with an EOB so you know which claims are partially paid and still outstanding.



Also, claims that are getting repeatedly rejected will trigger a Rejection Analysis that will allow your medical billing partner to make you and your staff aware of any problems or issues that are causing your medical billing claims to be rejected by the carrier or clearinghouse.

3. Secondary Claims Generation - Your medical billing partner will use proactive tactics to contact the insurance companies regarding outstanding claims to see what the status is and the reason for any delay in claims processing. That way you always know where any claims stands at anytime and when you can expect payment on your outstanding medical billing claims.

These three steps insure that your medical billing claims and A/R will always be up-to-date and your cash flow for reimbursements won't be interrupted. Outsourcing your medical claims will free up your staff from performing these duties and give them time to run your office and make your practice even stronger.

Melissa Clark, RT, CCS-P

On A Lighter Note

Video Games Make Better Surgeons

Have you considered that "video gaming" might just lend itself to becoming a better surgeon? A posting on Geek.com, an on-line technology resource website, argues just that. It cites a study by Dr. James Clarence Rosser, Jr., chief of minimally invasive surgery at Beth Israel Medical Center.

Rosser's study contends that surgeons who play video games just three hours each week are 27 percent quicker and make 37 percent fewer errors than surgeons who do not.

So, perhaps think twice next time you chide your ten year-old for too much time on the PlayStation!

F.Y.I.

To achieve effective communication, physicians and family caregivers need to understand each other. By trying to "walk in each other's shoes," better communication is attained.

You can't build a reputation on what you are going to do.

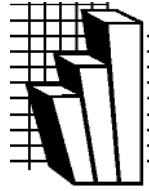
Henry Ford

Color and aesthetics are what it takes with today's image conscious patients. Décor in the waiting room and exam rooms makes a statement about what kind of practice you have - and the kind of care you offer. Carpet, furniture, cabinetry, wall color, upholstery, and decorations have a profound effect on the patients attitudes concerning the healthcare delivery experience.

Medical Identity Theft On the Rise

According to a Federal Trade Commission survey, identity theft is the fastest growing crime in America. Nearly 9.9 million victims were reported last year. A growing segment of identity theft is medical identity theft. ID thieves are falsely obtaining medical care using someone's stolen identity.

There are ways healthcare providers can take an active role in protecting their patients against medical identity theft. Be alert! Educate your staff on ways to protect your business and your patients.



Ask for identification. In the past, it was not uncommon for healthcare providers to only ask for health insurance cards. Ask for other forms of credentials, including photo ID.

Beware of dumpster divers, individuals who rummage through the trash outside of businesses to find sensitive information. Instead of just throwing them away, destroy all papers or records containing personal patient information.

Be aware of shoulder surfing – a deceptive practice of watching a person writing down their patient ID number or social security number. Thieves often use cell phones with digital camera capabilities to obtain information quickly.

Avoid mail fraud. Don't leave patient's bills in your mailbox for pickup – take them to a postal mailbox. Know your receivables, watch for checks that should be arriving. If you are not using a P.O. box, consider installing a mailbox with a lock.

Do You Have Time to Make a Difference?



Volunteerism is a real social investment. It creates goodwill and a sense of community. But, the benefits don't stop there.

Volunteerism is an investment in the growth of your business. While many volunteer efforts might be strictly philanthropic, physicians should not underestimate the value of integrating volunteer programs into the life of their business. Through volunteerism you can create goodwill, develop strategic partnerships and strengthen employee relations.

When you encourage your employees to volunteer you can see big payoffs too. It encourages teamwork and develops leadership skills. An organization's commitment to volunteerism also helps attract and keep employees. It's a win-win situation!

The Grass Doesn't Have to Be Greener

Motivated workers are more committed to their job and their customers. When employees attitudes improve by as little as five percent customer satisfaction increases, thereby, increasing revenue. Employers, who look for ways to build worker morale see big dividends in their bottom line.

High employee morale translates directly to:

- ◆ a more committed workforce;
- ◆ higher employee retention;
- ◆ lower training costs;
- ◆ improved job performance; and
- ◆ lower absenteeism.

Simply put, employees who are happy where they work will help make more money for the company. Work to keep your employees happy and you will create a more productive and profitable workplace.

Resource

If You Suspect Medical Identity Theft

If you suspect a patient is a victim of medical identity theft, refer that person to the following helplines.

Office of Inspector General Hotline
800-HHS-TIPS (800-447-8477)
HHSTips@oig.hhs.gov

Federal Trade Commission Identity Theft Clearinghouse
600 Pennsylvania Ave., NW
Washington, DC 20580
877-IDTHEFT (438-4338)
www.consumer.gov/idtheft

Social Security Administration Fraud Hotline
PO Box 17768
Baltimore, MD 21235
1-800-269-0271
e-mail: oig.hotline@ssa.gov

About Us...

This is a complimentary publication for customers and friends of KeyMed Partners, Inc. It provides helpful tips and insights on the *business* of medicine.

KeyMed Partners specializes in ongoing accounts receivable management solutions for physician practices in the Mid-Atlantic Region.



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