

MBM NEWSLETTER

A newsletter for the clients and friends of Medical Billing Management

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Summer 2011

Client Spotlight: Eye Associates

Dr. Steven A. Croce launched his eye care practice, Eye Associates, Ltd., in 2010 with offices in Lincoln and Cranston, Rhode Island. Considered among the premiere optometrists in Rhode Island, Dr. Croce has been serving the eyecare needs of his patients for the past 30 years. When he launched his new practice in 2010, one of the “ounce of prevention” scenarios noted in our CEO letter, at right, arose immediately. United Healthcare, a behemoth health insurance company with 70 million members and 661,000 contracted physicians nationwide, is a dominant payer in Rhode Island. The insurer offered Dr. Croce an “effective date” in the spring of 2011, when he had been a United provider for 20 years. This would have deprived Dr. Croce’s new practice of claims payments for scores of patient visits in 2010 and 2011. MBM crafted a letter with Dr. Croce and faxed it to United Healthcare President Gail Boudreaux, who asked her team in Hartford, Providence, and Minneapolis to investigate our request for a fair “effective date” when Dr. Croce began seeing United patients on his own in the fall of 2010. Shortly thereafter, United Healthcare issued a new “effective date” to Dr. Croce backdated to October, 2010, thereby preserving thousands of dollars in services he and his team had provided to patients. He told us last month, “Frankly, this has been one of the best business experiences of my life.” You can see Dr. Croce’s video testimonial about our work on our Website, www.medical-billings.com.



The Eye Associates team include, from left, Mary, Juanita, Dr. Janice Gardner, Dr. Croce, and Donna

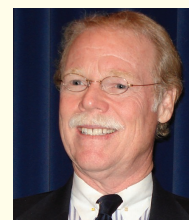
GE Centricity #1 In Massachusetts

MBM upgraded its physician billing system to G.E.Centricity two years ago. G.E.Centricity’s practice management software and electronic medical records systems have been adopted by Massachusetts General Hospital, Brigham & Women’s Hospital, Newton-Wellesley Hospital, Winchester Hospital, Union Hospital, many other Partners and other hospital organizations, and over 1,000 physicians. The Centricity® Practice Solution has long been an integrated system for clinical and financial management. For our clients and thousands of other users in Massachusetts, Centricity delivers a well-developed set of integrations with external systems throughout the healthcare community. And Centricity EMR integrates with a wide range of medical devices, medical imaging systems, and other GE Healthcare products. We can introduce you to the extraordinary line of Centricity solutions. Call us today if you like to preview the system. It’ll be time well spent!

A letter from the CEO:

An Ounce of Prevention

Ben Franklin had it right: An ounce of prevention is worth a pound of cure. It’s especially true for the business side of healthcare practices. Here are two scenarios that we’ve seen repeatedly over the past few years:



1. Unfairly delayed provider enrollment

Health insurance companies will sometimes unfairly delay a provider’s enrollment in their networks. This causes claims to be denied when services were rendered to patients before the official provider effective enrollment date. This is particularly infuriating to long-time physicians who provided valuable care to patients in good faith, expecting to be reimbursed. You can see this coming when the insurance company’s ‘Welcome Letter’ to a provider arrives with an effective date that is not backdated to when the provider enrollment forms were filed and patient encounters commenced. Why not fight back? Write a letter and fax it to the president of the health insurance company. Point out the unfair delay in enrollment. We have helped physicians do this with Blue Cross, United Healthcare, Medicare and others. This ‘ounce of prevention’ has prevented many an unfair denial.

2. Theft of funds/embezzlement in the providers’ offices

Let’s face it: crimes happen, and when they do, the cash losses can seriously impact a practice’s financial health. The thief is often a trusted, long-term employee. We’ve seen this happen in the practices of surgeons, ophthalmologists, and oncologists as well as other specialties. The methods of theft vary: credit cards can be taken out in a physician’s name; cash from front desk receipts can disappear; insurance reimbursement checks can be stolen on the way to the bank. The practice’s CPA can bring the much-needed ‘ounce of prevention’ with loss control policies and procedures. We recommend these ‘ounces of prevention’ to preserve those hard-earned provider reimbursements.

MBM Lends a Hand to Boston Minstrel Company

The Boston Minstrel Company performs classic rock, spiritual, and inspirational music at Boston's homeless shelters and the women's prison at MCI Framingham 30 times a year. MBM's CEO, Curt Anderson, is the bass player and a member of the Board of Trustees. Care to donate? Go to: www.bostonminstrel.org.



From left at the Mary Mahoney Shelter in Roxbury, a guest mom, Curt Anderson, Susanne McInerney, Jim Evans of Hewlett Packard, and some of the children.

MBM
Medical Billing Management
"The financial side of patient care..."

The MBM Performance Guaranty:

We will increase a medical practice's cash flow by 6% during our first 6 months as the billing company OR we will refund our first 6 months charges.

(The 6% increase in cash flow results from the increased collections combined with the billing department payroll savings.)

Medical Billing Management is a 20-year old Topsfield, MA company providing for the billing needs of 30 physicians and 4 ambulance companies. Our [Testimonials](#) attest to the effectiveness of our services to our clients. We assertively collect their money, and save their practices from the high cost and problems of employing their own billing departments.

Our guaranty speaks for itself. Call on us when you need us!

Above and Beyond the Call of Duty



A truly helping hand

MBM has been serving ambulance companies since our first days in business back in 1990, and we have never ceased to be amazed and heartened by the commitment and dedication of these firms. One of our customers, K's Ambulance of Oxford, MA, recently responded to an urgent request for support from WhyMe, a non-profit in Worcester, which provides support for children with cancer. Throughout May, K's transported a 13-year old with brain cancer to both Worcester and Boston hospitals for treatments — it took 23 trips in one month to save the child. All of the trips were provided at no cost to the child's family or to WhyMe. In fact, the costs were borne entirely by K's, in the interest of public service.

The MBM Team: Growing and here to serve you!
Call any of us when you need us at 800-928-1315



Front row, from left: George Urban, Mary Tower, Muriel Sacramone, Virginia Wong, Tiffany Shambergeranson; second row, Linda Camire, Pam Dole, Carrie Connolly, Beth Linnekin, Nancy Moglia; back row, Sabrina Nguyen, Lori Preisinger, Donna Hannable, Laurie Webber, Lisa Meehan, Wendy Fonseca, Curt Anderson, Paula Viator

Boston Symphony Orchestra Honors MBM Advisor McNay



Joseph C. McNay

Joseph C. McNay is the Chairman and Chief Investment Officer of Boston's Essex Investment Management and a member of the Board of Overseers of the Boston Symphony Orchestra. The BSO honored him with a concert in his name on May 28. He is also an important part of the MBM team, which he serves as a financial and strategic advisor.

Celebrating MBM's 20th Year in Business!

Our team has grown since its inception in 1990, and we proudly serve physicians and ambulance companies in Massachusetts and Rhode Island. We are growing again, so call us if one of your fellow specialists or referral partners might be interested in our services. We will credit your account with one month of our services for each referral that results in a client, along with our thanks!



"Refer your associates to us and receive one month of credit or cash (your choice) equivalent to one month's average MBM revenue from that practice."