

SYNERGY POST

2015 Q1 Synergy Billing Newsletter

HEALTHCARE HEROES: WHAT'S IN A NAME?



Many community health centers bear the name of pioneers who devoted their lives to improving access to health

care and serving our most vulnerable populations. We believe the stories behind these names are inspiring and instructive and want to share them with our friends and colleagues.

Charles R. Drew, M.D. was a brilliant physician and pioneer in the preservation of blood. He was born in Washington, D.C. in 1904 to a middle class family. His father was a carpet layer and his mother was a home economics teacher. After graduating from Dunbar High School, he attended Amherst College on an athletic scholarship where he distinguished himself on both the track and football teams. He lettered in four sports and won the James E. Walker Medal for all around athletic performance for two years. After graduating in 1926, Drew worked as a biology instructor for Morgan College for two years. In 1928, he attended

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HEALTH CENTERS IN **CRISIS:**

HOW INSURANCE CREDENTIALING COSTS HEALTH CENTERS MILLIONS OF DOLLARS EACH YEAR.

Provider insurance credentialing is a complicated and time-consuming process. For most health centers, it is one of the largest obstacles in the ongoing battle to secure reimbursement from commercial and government payers. It is also the third most common denial reason that plagues non-Synergy clients.

The challenge is that this complicated process requires an in-depth understanding of each health plan's enrollment process, along with diligent follow-up, to ensure the applications are processed in a timely manner. Health centers just do not have the resources, both people and time, to be on the phone all day with Medicare, Medicaid, or commercial carriers. At the same time, health centers must meet the needs of their patients; this often means treating patients before insurance credentialing is completed.

In 2014, non-Synergy Billing clients were polled about the amount of time it took to complete insurance credentialing. The consensus was a range of six to



Director of Credentialing Teresa Stubbs (left) and Credentialing Representative Kim Edwards (right) review a pending application.

twelve months. Many CHCs reported ongoing credentialing issues one to two years after a provider's hire date. All health centers agreed that provider credentialing was one of their biggest and most costly challenges.

As a Synergy Billing client, you have access to the industry's leading credentialing professionals through our credentialing department. We have invested heavily in state-of-the-art software and we have developed a network of provider representatives among all

Continued on page 2 Credentialing

REGULATORY UPDATE

ICD-10

Despite some efforts to postpone ICD-10 yet again, our well informed sources in Washington, D.C., tell us that implementation should move forward in October 2015. As always, Synergy Billing clients will have access to the latest information and training.

PPS

We are happy to report that all Synergy Billing clients are using the new G codes and receiving the new PPS reimbursement.

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health plans. These resources, combined with a well-trained staff, allow us to quickly and efficiently ensure providers are credentialed and participating with each health plan.

As a client of Synergy Billing Credentialing Services, you can expect our dedicated team of experts to:

1. Generate a list of active payers associated with the health center.
2. Request a roster from each payer of all providers who are active within your group.
3. Create a matrix and retrieve the status of each provider with each payer.
4. Complete and review any applications that need processing.
5. Conduct primary source verification wherever necessary.

6. Obtain or create the CAQH username and password for each provider and keep all information up to date.
7. Conduct weekly follow-up to confirm the credentialing status of each provider.
8. Complete revalidations and re-credentialing of health center providers.
9. Provide copies of approval notices and effective dates for all providers.

For non-Synergy Billing clients we are offering complimentary training and education to teach best practices for insurance credentialing. This is one of the many ways we are working to give back to community health centers. If you are interested in learning more about our complimentary credentialing education, please contact Ronnie Reeves at ronnie@synergybilling.com.

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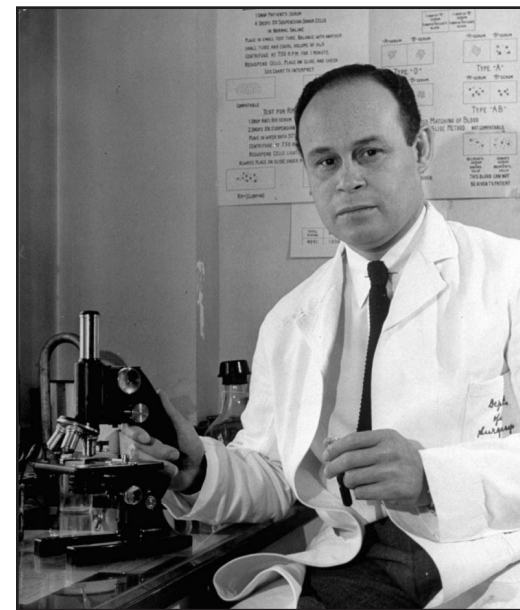
McGill University School of Medicine in Montreal Canada and graduated in 1933. Dr. Drew earned both a Doctor of Medicine and a Master of Surgery degree. While attending the university, Dr. Drew won a prize in neuroanatomy and was a member of Alpha Omega Alpha, a medical honor society.

Dr. Drew had many accomplishments in his lifetime. He was an instructor of Surgery at Howard University, as well as chair of the Department of Surgery. He received a Rockefeller Fellowship in surgery at Columbia University where his doctoral thesis "Banked Blood" led to his study of blood preservation. It was at this time that he made many discoveries in the storage and processing of blood. Dr. Drew was the first African-American to earn this degree from Columbia University.

During World War II, Dr. Drew was selected to lead a special medical effort known as "Blood for Britain", where he helped to collect approximately 14,500 pints of plasma. Drew was also in

charge of blood for the U.S. Army and U.S. Navy but only held the position for a few months due to his frustration with blood segregation by the military. He later became Chief of Surgery at Freedman Hospital in Washington, D.C. and was also appointed as the Director of the American Red Cross Blood Bank at Presbyterian Hospital in New York City. He was the first African-American examiner for the American Board of Surgery and is credited with creating two of the first blood banks in the United States.

Dr. Drew's importance to modern medicine is incalculable. The storage of blood, in plasma form, has saved numerous lives. This form of storage is still used by the American Red Cross today. Dr. Drew had many accomplishments in his life but was only 45 years old when he was killed in a car accident on April 1, 1950 near Burlington, NC. He was attending a medical conference at the Tuskegee Institute in Alabama. Reverend Jerry Moore said at Drew's funeral, "Drew had a life which crowds



into a handful of years' significance, so great, men will never be able to forget it."

We honor his devotion to protecting the health of all people especially the underserved.

Source:
Charles Drew. (2015). The Biography. com website

CREDENTIALING CHALLENGES

For Federally Qualified Health Centers

15%

Only 15% of applications are complete.



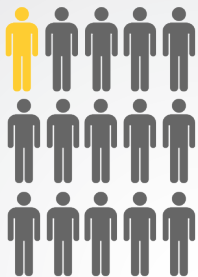
85%

85% are missing critical information required for processing.



LOST REVENUE FROM CREDENTIALING ISSUES

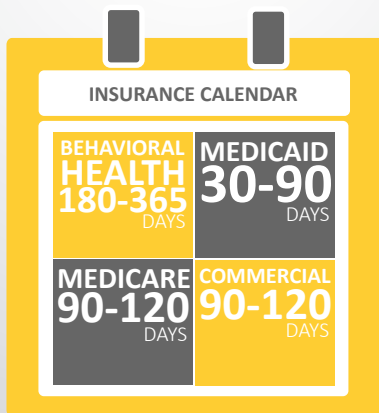
CASE STUDY



1
OUT OF
15

Providers was completely credentialed.

EXPECTED LENGTH OF TIME TO CREDENTIAL



10 HOURS

of work to credential
1 provider with
1 insurance company.



X 10 insurance companies

= 100 Hours of work before sending to insurance company

**Numbers above are based on Synergy case studies.

SYNERGY CORNER

Meet Teresa Stubbs, Director of Credentialing at Synergy Billing

Teresa Stubbs recently joined Synergy Billing as Director of Credentialing. She came to Synergy after more than thirteen years in practice management and FQHC management. Her mission is to help maximize revenue for our clients by assuring that every provider is properly credentialed and linked to the appropriate facility.



Q. First of all, thanks for sitting down to discuss your experience and your move to Synergy. We are so pleased to have you join our team. Can you tell us a little more about what you did before you joined Synergy Billing?

A. I am delighted to be on the Synergy Billing team. For nearly two decades, I have worked in physician practice management and FQHC management. I have served as Billing Manager for a multi-site FQHC and Site Director for several health center sites.

Q. How do you think that has prepared you for your new role as Director of Credentialing?

A. I really know the needs of our clients first hand. As a site director, I performed credentialing for multiple FQHC sites. As the Practice Manager for a private practice, I was also responsible for credentialing. I know the correct processes inside and out.

Q. What motivated you to join Synergy Billing?

A. I am really excited about Synergy's growth and the opportunities for employees. I really admire Synergy's mission and values of customer excellence and decided that I wanted to be a part of it. I have also learned the value of teamwork and how much strength we gain from working in synergy. In fact, I see this same devotion to our clients in all of our team members.

Q. What is your vision for the Credentialing Department?

A. I would say my vision is that we are "Best in Class" in provider credentialing, with exceptional customer service, outstanding training, and the nation's leading credentialing experts.

Q. We want to get to know you, please tell us a little about yourself and your move to the Daytona Beach area.

A. I am a Pensacola, Florida, native who was raised in a military family. I have two grown children and two grandchildren. They and my parents are the center of my life. While my move here is still in process, I am really looking forward to becoming a real part of this community.

SYNERGY POST

LETTER FROM THE CEO

A Quarterly Message for the FQHC Community



Although this edition of the Synergy Post will be published in March, as I sit down to write this letter to our clients and friends, we are celebrating the life of Reverend Dr. Martin Luther King, Jr. The movie “Selma” is arriving in theaters with its powerful message about courage in the face of overwhelming odds. Dr. King’s dream was justice for all. Now, more than fifty years after that stirring call to action, I believe that justice for all includes access to healthcare. There are political and business forces at work that could limit that access. It is my own dream that we will someday see that every American family is able to obtain the healthcare they need to thrive in this nation. People cannot maximize their potential if they are not healthy enough to work, do their best in school, or if they are crushed by medical debt.

In his book, *David and Goliath*, Malcolm Gladwell describes the strategies employed by Dr. King and his colleagues to confront and conquer those overwhelming forces. He also describes similar mismatches between the mighty and the clever. I can not help but think about the David and Goliath relationship between community health centers and insurance companies. Does it sometimes seem as if these payers play games with the revenue that you have earned and hope that you will tire of fighting them? Does it seem as if they hope that you will not notice their tactics and let them slip by? Your partners at Synergy Billing notice these details. ***We will never tire of fighting to make certain that your community health center receives every dollar that insurance companies owe you.*** I have cheered as our employees go to extraordinary lengths to stand up to these giants. I have been inspired by their tenacity and determination. They know, and I know, how much your patients depend on you to deliver the healthcare that they need. We know that you are depending on us to fight these battles for you so that you can take care of your patients. I pledge to you that we will persist, we will never tire, and we will prevail.

Dr. King spoke of the “fierce urgency of now.” People should not have to wait to get the care they need and deserve. Community health centers should not have to wait to get paid for providing care to people with insurance coverage. The need is urgent. The time is now to hold these Goliaths accountable.

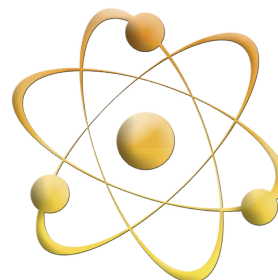
In this, the 50th year since the founding of the National Association of Community Health Centers, we share that sense of urgency with you.

In this issue, we begin a series of articles about Healthcare Heroes, on whose shoulders we all stand as we work together for your patients. I am so pleased to recognize these pioneers.

I hope 2015 brings each of you, and all of those who share our mission, great joy, and a sense of satisfaction for the work you do. We dare to dream: ***healthcare justice for all.***

Sincerely,

M. Jayson Meyer
Chief Executive Officer
Synergy Billing, LLC



SYNERGY BILLING
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