

SYNERGY POST

FALL/WINTER 2020 SYNERGY BILLING NEWSLETTER

The Best Video Conferencing for FQHCs

As it has with so many other facets of our lives, the global pandemic that is COVID-19 has changed the very face of medicine. In the last six months, healthcare has gone through a hurried, sometimes painful, evolution on nearly every level. Broad sweeping changes to procedure, documentation, safety, infrastructure, and especially technology have forcefully condensed years of gradual growth and advancement into a concentrated burst of vital necessity and pushed those changes into the laps of the sometimes overwhelmed and frequently understaffed backbone of the health care industry.

As increasing numbers of healthcare providers rely on telehealth services to provide proper care for patients, both administrative and managerial staff also face increasing reliance upon video conferencing solutions. Bringing both on-premises and remote workers together, along with your clients and vendors, video conferencing is one of the best ways to stay connected in a world where we cannot always be there in person. With offerings from Microsoft, Cisco, Zoom, Slack, and more, collaborative workflows are easier than ever, and at greater distances.

More so than ever, the choices faced when trying to settle on a video conferencing solution can be daunting. With dozens of viable video conferencing platforms and hundreds of devices, finding the right fit for your business needs may be easier than you think. Here at Synergy Billing, we have compiled a list of our recommended platforms and devices to help you choose the best way to connect with your staff across the nation and even the world.

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Healthcare Hero 2020 - Kimberly Allen, MSN, RN, CPHQ Delaware Valley Community Health, Inc

Many community health centers bear the names of pioneers who devoted their lives to improving access to health care and serving our most vulnerable people. We believe that the stories behind these names are inspiring and instructive and want to share them with our friends and colleagues. This Post we honor Kimberly Allen MSN, RN, CPHQ.

Tell us who you are nominating and what makes this person unique.

I am nominating Kim Allen who is our Chief of Quality and Innovation at Delaware Valley Community Health, Inc. I am nominating her because she has been an unsung hero throughout the COVID-19



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A NEWSLETTER FOR THE FQHC COMMUNITY. Do you have feedback or ideas?
Let us know what you think, we'd love to hear from you! newsletter@synergybilling.com

Below are the top video conferencing platforms recommended by Synergy Billing. All services can be configured for full HIPAA compliance, though most will require a BAA (Business Associate Agreement) with the platform vendor to ensure full compliance.

Microsoft Teams	Zoom	Cisco Webex	Slack
Currently the top dog for office collaboration, Microsoft Teams offers team-based chat, file storage with a focus on collaborative workflow, Microsoft Office application integration, and a very strong video calling system. Coupled with direct Outlook calendar integration, scheduling and holding meetings both in person and remotely is easier than ever with Teams. As a bonus, Teams is offered as part of many existing Microsoft Office subscriptions, which can result in a huge cost difference compared to their competition.	Seeing an exponential increase in usage during the early days of the COVID-19 crisis, Zoom has been the go-to video conferencing platform for small businesses and distance learning. With many flexible options, and possibly the highest device compatibility among the video conferencing platforms, Zoom has carved out a name for itself with a slick, easy-to-use interface. While not containing as many collaborative features as Teams, Zoom is still a top-tier option for any company looking to expand their remote work footprint.	Cisco Webex has been operating in the online meetings and video conferencing space for roughly two decades now and has built a stellar reputation. Their desktop-sharing technology is possibly the best in the industry, used by development, management, and IT staff alike. While not the most cost-effective, Webex does offer high value for their prices and maintains a very high level of technical support.	The primary rival to Microsoft's Teams platform, Slack is a premier collaborative platform. Boasting a library of over 150 application integrations, including Google Drive, Dropbox, GitHub, Zendesk, and Trello, Slack also has a highly regarded API available for developers looking to create their own software integrations and automated processes. Their video-conferencing system is robust in itself, but also offers compatibility and even integration with Zoom, Webex, Teams, Google Hangouts and Amazon Chime Meetings.



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Devices - Below are the top video conferencing devices and systems recommended by Synergy Billing.

For Small-to-Medium Conference Spaces

Meeting Owl Pro • Made By: Owl Labs (www.owllabs.com)

Price: \$999

Developed by OwlLabs, the Meeting Owl Pro lives up to its namesake, with a 360-degree single top-mounted camera and integrated speakers and microphones. It is the perfect all-in-one solution for small conference rooms or huddle spaces. While sitting in the middle of a table, the Meeting Owl dynamically focuses on the active presenter and will shift automatically to the next person speaking. Furthermore, we would be remiss if we didn't mention that the Meeting Owl does indeed look like an owl.

Poly Studio • Made By: Polycom (www.poly.com)

Price: \$949

Coming from phone and video conferencing giant Polycom, the Poly Studio USB video bar is a high-end video conferencing product that is perfect for small-to-medium sized conference rooms. The Poly Studio offers best-in-class audio and video quality with an impressive list of software compatibility. Boasting a 4k UHD camera and 120-degree field-of-view, The Poly Studio also offers dynamic EPTZ (Electronic Pan/Tilt/Zoom), which will shift focus to the current speaker in your conference.

For Medium-to-Large Conference Spaces

Logitech Rally System • Made By: Logitech (www.logitech.com)

Price: \$3999-\$5799

A whole-room solution, the Logitech Rally system can actually be configured for rooms of nearly any size, though it works best in the medium-to-large room range. Consisting of a high-end 4K UHD camera with mechanical PTZ, two large sound bars, multiple microphone pods that can be stationed throughout your room, and a mountable tablet-sized hub used to manage the meeting, the Rally system gives you everything you need to hold high-end video conferences supporting dozens of participants in a single room. The camera included is truly one of the best conference cameras we've seen and can be mounted in a multitude of ways, ensuring that it will fit your space.

For Home Offices

Logitech StreamCam • Made By: Logitech (www.logitech.com)

Price: \$169.99

Another product from the ever-prolific Logitech, the StreamCam is possibly the best home webcam product that we've ever seen. This camera boasts AI-enabled facial tracking, image stabilization, and auto-focus. It also features a rotating lens, allowing for both portrait or horizontal orientations. Supporting USB-C for extremely fast data speed, the StreamCam is a perfect fit for anyone that needs a home webcam for remote work.

Article contributed by Daniel Hartman



Meet
David VanderVoort,
VP Tech & Innovation

SYNERGY CORNER - AI's Impact on RCM

David, you've been advising Synergy about AI for 3 years. What has that process been like?

As Synergy Billing's Vice President of Technology and Innovation I am responsible for the company's early commitment to championing Robotic Process Automation (RPA) and Artificial Intelligence (AI). Synergy Billing already understood RPA and AI represented the future of the revenue cycle. Our plan began with a re-design of workflows to create repeatable systems and meticulously document them. We developed a team responsible for business process mapping and crafted SOP documents for each company function utilizing six sigma principals. We then utilized open source code to create a tasking and tracking mechanism for each of these functions. This created the basis for RPA, ultimately serving as the design and user requirement specs for the next phase. The

result of systemization was data - lots and lots of it. We integrated PowerBI™ as our business intelligence platform and designed dashboards around each core process. We began to measure the impact of small changes based on deviation control charts, and then making business decisions only when the data supported it. In preparation for AI, we moved from data-proficient to data-driven.

How does it work? Can you give an example of how RPA produced better outcomes for a Federally Qualified Community Health Center?

Absolutely. A very pure example comes to mind in the case of a very prominent health center we work with in Massachusetts. They were struggling to achieve payment on a number of claims to HSN (Health Safety Net), who operates on a state level as the payer of last resort. These secondary claims required a denial to be on file before processing, and adjudicate on a 60 day cycle. Once we were able to identify the opportunity, our RPA Specialist and RPA Program Manager got to work on scripting the process. 11 unique circumstances were identified, and associated scripts were deployed. The historical reimbursement for this payer went from an average of \$80K/month to almost \$590K/month with an accuracy rate of 100%.

It sounds like you and the Synergy team have done a lot of groundwork in automation. As a health center executive, how do I prepare my organization? Am I ready? Where do we begin?

The change is both necessary and real, therefore change management is a critical component. Especially in light of recent global challenges, it's critical to note that these technologies represent the most robust hedge against unforeseen events. There are a combination of human and technical challenges that start with a full understanding of your readiness – Synergy meets this need with a product designed to the purpose; the Revenue Cycle "Assessment." Through the assessment period, our team (leveraging AI) accesses first-hand information from your staff and software to give a picture of your overall health and readiness. The deliverable is actionable intel that gives you real insight into your key performance indicators and strategies for optimizing revenue. We're familiar with all of the common workflow and billing errors that plague FQHC's so we focus in on those, and in the process we highlight opportunities for RPA and AI in your existing workflows.

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Healthcare Hero 2020

pandemic for our organization. She has been the behind the scenes glue and support person as we quickly shifted and implemented both telehealth and telework. If not for her stable, systematic, level headed approach many of the small details could have been missed or not executed properly. She never asks for or is motivated by recognition, as her goal is serving our patients well. As a team we are only good as the sum of all the parts and she makes us better, stronger, and proficient. Her unique skill of deliberation to compromise for common purpose makes her special and one of a kind.

Tell us where they work and how they're impacting patients, healthcare communities and/or organization.

Kim Allen works at Delaware Valley Community Health, Inc in Philadelphia, Pa. We are a Federally Qualified Health Center who serves 50,000 patients and 150,000 visits. She is in charge of the quality in which we provide care and throughout the pandemic has been our lead nurse for our 4 COVID-19 test sites.

Runners Up for Healthcare Hero

Catherine Bell - True Health Sanford, FL • **Donna Smith** – Sanford, FL • **Geli Brown** - Healing Hands Ministries Community Health Center, Dallas, TX • **Laquisha Howard** – Southside, Sanford, FL • **Patricia Philippe** – Community Health of South Florida, Inc., Miami, FL • **Scott Rosenthal** - Hulbert, Oklahoma • **Stephanie Rodriguez** - Luh Peds Sanford, FL • **Tess Barbach** - Ritter Center, San Rafael, Ca



Dear Colleagues and Friends,

The last time I wrote to you the world looked very different. Synergy and our clients had just completed their best year ever. Community health achieved some exciting advancements and there was hope and endless possibility. Then, suddenly, our worlds were turned upside down. It almost seemed surreal as I became a “war-time CEO” fighting a face-less enemy. I’m sure each of us can relate to the pressure and challenge of caring for our employees, our communities, our patients, and most critically our families at a single moment in time.

In the prolific words of Bob Dylan:

“Come gather ‘round, people, Wherever you roam, and admit that the waters, Around you have grown, and accept it that soon, You’ll be drenched to the bone, If your time to you is worth savin’, and you better start swimmin’, or you’ll sink like a stone, For the times they are a-changin’”

If there is any silver lining to these “changing times” it would have to be in the form of gratitude. For me personally, I have a renewed appreciation for everything. The world (and simple luxuries like hair cuts) has more meaning and significance than ever before. Especially the simple things that I used to take for granted like grocery shopping and dining out. Meanwhile, as things become business-as-normal I ask myself “what is the new normal?”

“You can’t really know where you are going until you know where you have been.”
-Maya Angelou

My advice to my colleagues has been: “You have to assess your current condition and stabilize revenue. Only then can you re-focus on expanding the mission.”

The community health movement has been strong for more than 55 years. Even a global pandemic can’t slow the progress we are collectively making. We are trying to do our part by expanding services, at reduced rates, to supplement the efforts of your existing staff. We call this co-sourcing (versus outsourcing).

If you or any friends need help assessing the current condition of your revenue cycle, AR, or denials please don’t hesitate reaching out. I will be at your service along with the power of Synergy to assist.

Wishing you blessings and abundance,

M. Jayson Meyer Founder & CEO



Synergy employees celebrate National Health Center Week!



Synergy Billing Founder, Jayson Meyer and son Maddoc celebrating 1 year at the Fountainhead Campus.



SYNERGY BILLING

PHONE/FAX:

TOLL FREE: 877.242.8475

LOCAL: 386.675.4709

FAX: 407.650.2555

WEBSITE:

SynergyBilling.com

CORPORATE BILLING EMAIL:

ronnie@synergybilling.com