

SYNERGY POST

Fall/Winter 2022

Help Synergy Billing Recognize Community Health Heroes

For a number of years, Synergy Billing has been honoring Community Health Heroes in our newsletters.



Jesse Trice

Many Community Health Centers bear the names of pioneers who devoted their lives to improv-

ing access to health care and serving our most vulnerable populations. We believe the stories behind these names are inspiring and instructive, and we wanted to share them with our friends and colleagues.

Community Health staff members have always been devoted to the mission we share: Assuring that every American has access to quality, affordable health care. During the past few years, their service has risen to unimaginable heights.

Now we want the entire nation to

CONTINUED ON PAGE 3

Community Health Center Leaders Having Difficulty Finding Qualified Candidates

For nearly 16 years, Jayson Meyer, the Founder and CEO of Synergy Billing, has been recognizing our team with the phrase, "There is no substitute for a Synergy Billing Specialist." Now, many Community Health Center leaders are asking us about our "secret sauce," our team members. "We can't find qualified candidates anywhere," they say.



With the job market in so much turmoil, this is one of the greatest concerns of those leaders. It is especially true for experienced medical billing professionals and when we add

FQHC knowledge and experience, nearly impossible.

Many times, especially when billing is viewed as a clerical function, someone who has worked at the front desk is promoted to a position in the billing department. That person is trained by fellow team members, who may be passing along incorrect information. It can become a spiral of errors. In others, a billing team member may be promoted to a manager's role for which the person is not prepared.

Even if a health center can find someone who has billing and coding experience or even coding certification, we know that FQHC billing is unique in health care. Hybrid billing and cost-based reimbursement are just a few of the details that require specialized knowledge. It's difficult to know what metrics you should be measuring or if the data that you do have is even accurate.

CONTINUED ON PAGE 2



Do you have feedback or ideas? Would you like to nominate a Community Healthcare Hero? Let us know what you think, we'd love to hear from you! jduerr@synergybilling.com

Growing Our Own

So how does Synergy Billing find and train one of the nation's largest – maybe the largest – concentrations of FQHC revenue cycle management experts in a small community that is at least an hour from any large city? Well, we grow our own.

At the very beginning, Jayson trained each new team member personally to use his method of “reverse engineering” the necessary steps in the FQHC revenue cycle to satisfy all of the data points required by hundreds of payers across the nation. Over time, he codified his training into a customized program that continued to develop expert FQHC billers. Local colleges began sending their students to us for their billing and coding externships. We developed a specialized program for our local workforce board that successfully trained candidates with no health-care experience to become certified medical coders and billers. Even those we did not hire found positions with local hospitals and medical practices.

We extended our training to provide intense Billing Boot Camps for Primary Care Associations and we still hear from those students about their experience. During the early part of the pandemic, we weren't able to offer those opportunities to the PCAs, but we are delighted to say that we are once again offering this great service. If you'd like more information on Billing Boot Camps, please contact Jeannette Duerr at jduerr@synergybilling.com.

We recently interviewed billing staff

working for a new client and hired a number of them to become Synergy Billing specialists. They have undergone training in the “Synergy Way” and are working successfully as part of the Synergy team serving that client.

Candidates for positions at Synergy Billing experience a series of steps, including panel interviews and evaluation of their adaptability to our unique culture.

Once on board, Synergy Billing specialists are especially trained in FQHC billing. We have created training modules for every facet of revenue cycle management for FQHCs. Our specialists are also trained on all aspects of Medicaid, Medicare, and commercial billing by state specifications. Our specialists are experts in sliding fee schedules and cost-based reimbursement. Our Certified Professional Coders verify and validate provider coding.

We are also pleased to offer training

as an included service for our clients. After creating Standard Operating Procedures for each position that affects the revenue cycle, we measure top denials, then provide the staff training to eliminate the errors that cause them.

We are proud to say that there truly is no substitute for a Synergy Billing specialist!

For more on Synergy Billing recruiting and culture, you might enjoy taking a look at a recent cover article in Evolve magazine. <https://evolve-success.com/greater-daytona-region/recruiting-young-talent-issue/>



How much revenue should you collect?

Let us help you find out with a free initial analysis.

We offer a free initial analysis to create a revenue proforma for your health center. Our financial analysts will be able to calculate a firm revenue target base and identify the potential revenue that is recoverable.

Contact: jduerr@synergybilling.com for more information.

Discover the Power of



SYNERGY BILLING

In the Spotlight: Synergy Billing Experts

Over the last 16 years, Synergy Billing teams have processed millions of claims and worked with CHCs across the nation. Recently we asked some of our most seasoned experts about the joys and challenges of their work together. We are grateful for their expertise, passion, and commitment to our mission.

What do you love most about your job as a CHC revenue cycle expert?

Several said that they most love the opportunity to learn new things daily. Our team approach fosters this lifelong learning experience. Others described the joy of sharing knowledge with their CHC clients, especially when that involves clearing up misinformation. Jennifer Upchurch said, “What I love most about my job...is the feeling of happiness that comes from the clinic’s successes...Every small triumph for us goes a long way to the success of the clinic.”

What are the greatest challenges that you face when assisting clients as a revenue cycle expert?

Nearly every expert mentioned the importance of trust in the relationship between the CHC and the Synergy Billing team. Jodi Moore adds, “The biggest challenge is when the clients do not fully trust the knowledge that we have and the work that we do.” Synergy Billing experts work hard to earn the trust and respect of our clients and the best relationships occur when that trust is mutual.



What are some of the challenges that you see clients face?

By far the most consistently identified challenge that our experts see clients face is not being able to find enough qualified, passionate staff. Other challenges include working with providers who are already very busy to complete paperwork necessary to “lock” a claim or complete the credentialing process. Another consistent

CONTINUED FROM “HEALTH CARE HERO”

see these heroes as we do. Do you know a Community Health Hero? We invite you to nominate a colleague, volunteer, or friend. Every nominee will be recognized online and in our social media. One special nominee each quarter will be announced, earning a \$500 gift certificate.

Help us uncover information on your historic heroes, as well. We will add them to our “Wall of Fame” and also highlight them online and through social media.

We look forward to the awe-inspiring stories that you send to us and to ensuring that everyone knows about the irreplaceable work of Community Health Heroes.

To nominate a Community Health Hero, please go to www.synergybilling.com/CommunityHealthHeroes.

challenge our experts see is that software isn’t properly configured for CHC billing. While the clinical process may be going smoothly, proper configuration for CHC billing requires special expertise. Yet another challenge is not having accurate insurance information from patients. As Jennifer Upchurch said, “The registration process is the clinic’s first line of defense when it comes to dealing with payers.” Recognizing the importance of accurate information during this step in the revenue cycle, Synergy Billing provides front desk training for our clients and for Primary Care Associations across the country.

What advice would you give to a Billing Manager at a Community Health Center?

Our experts work with CHC Billing Managers every day and they have advice for managers who may not be working with an outsourced RCM provider. Mary Pitts said, “Don’t be afraid to ask for help or clarification. There’s nothing worse than having a knowledge gap and not knowing where to go for answers.” Our experts recommend developing standard operating procedures (SOP) and conducting frequent training sessions. They also recommend clear and consistent communications with your team and providing frequent updates on changes to payers, Federal and state regulations, coding, and other details that affect the successful collection of revenue.



What advice would you give to CHC leadership?

Our experts recommend seeking and listening to feedback from your billing staff. Pamela Taylor said, “Gain valuable feedback and suggestions from employees and use this to improve revenue.” She goes on to say that CHC leadership should invest in training for their team members to help them live up to their full potential. Just as communication within the billing team is crucial to its success, so communication between CHC leadership and the billing team. Jodi Moore suggests that if CHC leaders haven’t had experience in the billing department that they could gain valuable insights through working alongside them for a while. Mary Pitts suggests that CHC leaders “invest in partnerships that leverage people, processes, and technology to maximize revenue cycle potential.”

Synergy Billing offers CHC leaders and billing managers the opportunity to “embed” with our billing experts for a week to experience the “gold standard” for CHC revenue cycle management. This offer is open to both clients and non-clients at no cost, other than your travel expenses. We are committed to the success of Community Health Centers and we want to share our vast experience in revenue cycle management with every CHC in the nation, whether or not they are our clients.

Special thanks to Mary Pitts, Connie Mongold, Jordan Cabrera, Jaime Dixon, Gladys Cardona, Heather Davila, Jodi Moore, Stacy Morrison, Pamela Taylor, and Jennifer Upchurch for their wisdom and insights for this article.



Dear Colleagues and Friends,

For some time now, the most common concern we hear from leaders of Community Health Centers is that they can't find people to perform their billing functions. If it's hard to find experienced medical billers, it's almost impossible to find those with very specialized FQHC experience.

In this issue of Synergy Post, we explore the ways that we "grow our own" specialized FQHC revenue cycle experts. It's an investment that we make on behalf of our clients, and we find it very worthwhile. In fact, we believe that we have the largest concentration of FQHC billing professionals in the nation working right here in Holly Hill, Florida.

We have found that it's important to continue to "court" our team members after they become part of the Synergy family. Through team-building exercises, we get to know people from other departments and we use a variety of tools – a weekly newsletter, Town Halls, all employee email messages, and one-on-one conversations – to create clarity and help each of us understand the motivations and concerns of others. Most of all, seeing the big picture and listening to each other's perspectives helps our team run smoothly and our team members appreciate each person's role. And of course, the free Starbucks doesn't hurt, either.

If finding qualified FQHC billing staff is difficult for you, let us know. We have a variety of ways to help you and even identify roles that your current staff members can fill.

Best wishes,

M. Jayson Meyer, Founder & CEO



On another note, I had the honor and privilege of attending the unveiling of the Mary McLeod Bethune statue at the US Capitol as a representative of our community. Dr. Bethune built a firm foundation in Daytona Beach, my lifelong home. It's hard, even for me, to find the words to describe how humbling and sacred this moment was for me. I can only say that I rededicated my resolve to continue to work to help our community reach its potential and to continue my passion for assuring access to quality health care for all who need it.

In The Community



Revenue Cycle Director Jaime Dixon and Mr. Whillie White, CEO of our client David Raines Community Health Center.



Our team became aware of the needs of some David Raines patients and sprung into action to collect items that were shipped out within weeks.



SYNERGY BILLING

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