

## Synergy Corner

*An Interview with VP of Client  
Success Eric Kachnycz*

## Health Care Heroes

*Pioneers in Health Care and the  
FQHCs that Bear Their Names*

## CEO's Message

*Our Commitment to  
Our Clients*

# SYNERGY POST

Fall 2016 Synergy Billing Newsletter

## HEALTH CARE HEROES: WHAT'S IN A NAME?



*Many Community Health Centers bear the names 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 we want to share them with our friends and colleagues. In this issue, we honor Ms. Maude Whatley, after whom Whatley Health Services in Tuscaloosa, Alabama, is named.*

Born in 1892, Maude Whatley was the granddaughter of a former slave. Ms. Whatley was a long-time educator in West Alabama. The first woman of color in Tuscaloosa history to hold a bachelor's degree in education, Ms. Whatley served the children of Tuscaloosa, first as an educator and then as the principal of Central School, for 50 years. In all, Ms. Whatley received education from 11 different institutions, including Columbia University. She was described as stern, but fair, a person who cared deeply

*Continued on page 2, Health Care*

## FULFILLING OUR MISSION CLIENT SUCCESS IS THE SYNERGY BILLING MISSION



Every week, we receive calls from Community Health Centers pleading for help to manage their revenue cycles. This overwhelming demand for our service has resulted in growth and recognition. We are proud to have been recognized by *Inc.* magazine as the 767th fastest-growing firm in the United States of America. We are cognizant of the fact that many growth firms forget about the clients that made them a success in the first place. We have gone to great lengths to reinvest in the success of our clients and find innovative ways to improve quality and results.

At Synergy Billing, we approach your health center's fiscal health holistically. This means we take a consultative approach and find ways for our clients to gain operational efficiency and collect more revenue from commercial and government payers. As we strategized ways to help more community health centers succeed, the path led us to create the Client Success Team.

As the name implies, these extraordinary people are committed to success. Their mission is to advocate for each of our clients and the health

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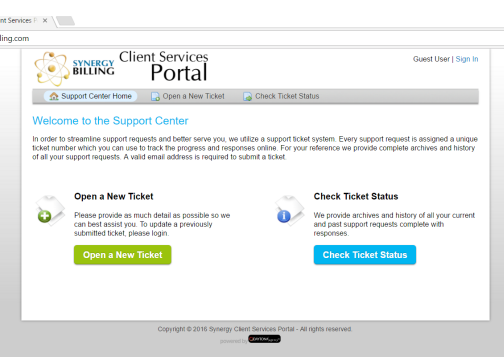
Continued from page 1, Fulfilling

care revenue cycle. Elsewhere in this newsletter, we introduce you to Eric Kachnycz, our newly appointed Vice President of Client Success. Very soon, Eric and the Client Success Team will unveil major enhancements to technology and process.

Some of these enhancements include:

The Synergy Client Services Portal

Our new action item resolution software will track every item from your request to the proper team



Continued from page 1, Health Care

about her students.

In 1977, Ms. Whatley and a group of concerned citizens partnered with the University of Alabama and the Salvation Army to open a weekly free clinic to serve the needs of the underserved population. The need was so great that only a year later, they received federal funding to open a larger facility in a renovated church, the West Tuscaloosa Community Health Center. In 1985, it was necessary to expand yet again, and the new clinic was named in honor of Ms. Whatley, who passed away in 1989. Expansion continued, and in 1994 the Board of Directors voted to change the name of the corporation to Whatley Health Services.

Today, this wonderful program serves thousands of patients through 12 locations and a mobile medical unit in a 10-county service area. Miss Maude Whatley must surely be pleased to see the profound impact her life continues to have on the community she loved

member here at Synergy. The Client Success Team will ensure every item is followed through to your satisfaction. We will scrutinize the items submitted and collect the data needed to improve our services in every area.

New Synergy Client Call Template

This template will achieve more informative meetings, a more relevant agenda, and a clear focus on your revenue targets. We will forward weekly questionnaires to members of your team, asking what issues you may be facing. Our free training programs, experience, and consulting services all contribute to the Synergy Value to which we want you to have access.

One Contact

Our Client Success Team will be your “concierge” to all things related to Synergy Billing.

so much and served so well. (Sources: Tuscaloosa Area Virtual Museum, Whatley Health Services, Tuscaloosa News)

INDUSTRY UPDATES

We have learned that when Aetna completes its acquisition of Humana, both health plans will be divesting their Medicare Advantage programs in many markets to Long Beach, California-based Molina Healthcare. This is the time to review your payer relationships and determine if you will need to be enrolled with Molina and if your providers are, or should be, credentialed with them. We are following this development closely and will be working with our clients to help assure a smooth transition.

On October 1, 2016, ICD-10-CM became the only acceptable diagnostic coding system. There have been more than 1,000 changes to the system since implementation began last October.

## CALL SUMMARY

SYNERGY MEETING AGENDA

“There is no substitute for a Synergy Billing Specialist.”

MEETING INFORMATION

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ACTION ITEMS FROM PREVIOUS MEETING

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SYNERGY ACCOMPLISHMENTS

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MEETING NOTES

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AGENDA ITEMS

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ITEMS IMPACTING REVENUE

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### How Are We Doing for You?

Your feedback helps us build a better Synergy for You. Thanks for contributing!

Mission Moment

FL Community Health Center

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Happening @ Synergy

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Connect with us

Synergy Billing | 18101 PLIA Blvd, Ste 300, Daytona Beach, FL 32117  
877.332.8475



## SYNERGY BILLING IN THE COMMUNITY



During regular work hours, Synergy Billing employees have donated **312 hours** so far in 2016 to our local food bank.



Team members have raised **\$12,613** to support charitable causes, in addition to contributions from Synergy Billing.

## SYNERGY BILLING IN YOUR COMMUNITY

In 2016 Synergy Billing has helped put

**\$12,948,936**

back into  
**Community Health Centers**

as of 11.01.2016

# SYNERGY CORNER

## An Interview with Eric Kachnycz



Eric Kachnycz recently joined Synergy Billing as Vice President of Client Success. He has decades of customer service experience and is an entrepreneur with a talent for finding and fulfilling customers' needs. He sat down to talk with *Synergy Post* about this new position.

**Q. Could you tell us a little about what you did before you joined Synergy Billing?**

A. Sure. I have been in business since about 1985. As the economy suffered in 2007, I began looking for other opportunities. Out of those rose one of my most important initiatives, Adaptive Technology. Through this program, we are teaching technology restoration skills to people who haven't had any skills training and providing the restored electronics to worthwhile organizations.

**Q. That sounds really promising. How do you think that this has prepared you for your role as Vice President of Client Success? Why not use the traditional term "customer service?"**

A. Well, first of all, I think that I have learned that there no superficial fixes that really work. When I am focused on solving a problem, I spend some time on research and study. Success is not about the process, it is about results. We decided to use the term "client success" to emphasize what this is really all about. Synergy Billing has always had a mission to make certain that clients are successful. That is why we are sought after to provide service to so many Community Health Centers. In fact, every department within Synergy Billing is devoted to client success.

**Q. What motivated you to join Synergy Billing?**

A. Although I have been in business for many years, Jayson's vision for Synergy Billing is so compelling, and the team is so talented, that I felt drawn to become part of that team. I love a challenge, and the opportunity to take customer service, or client success, to the next level is one to which I look forward. We are on a mission, and I want to be part of that mission.

**Q. What is your vision for the Client Success Team?**

A. We want to bring even more value to our clients, assure consistent communication flow between us, and work proactively to inspire even more confidence in our dedication to the mission.

**Q. We want to learn a little more about Eric. Were you born in this area?**

A. I was actually born in Philadelphia, but I moved here in the 1980s. My wife is originally from Melbourne, Florida. We are the parents of seven children, so that is my main occupation when I am not at work.

# SYNERGY POST

## LETTER FROM THE CEO

A Quarterly Message for the FQHC Community



Dear Friends and Clients,

Nationally, the average collection rate for FQHCs is less than 72 percent. Ever since I began working to help health care clients collect the money that is owed to them by payers, I have studied their requirements closely and stayed on top of every alteration to those requirements. I “reverse engineered” their claims processing requirements in order to untangle them and make certain that we are addressing every data point. By doing so, we have achieved collection rates of more than 90 percent for our clients.

One thing has been abundantly clear to me ever since I began this crusade: commercial health plans seem to try to throw as many obstacles as possible in the path of claim payment.

Every Synergy Billing Specialist can share tales of the extraordinary efforts they employ to overcome these obstacles.

Through the activities of organizations like CAQH and provider advocacy associations, like NACHC and HBMA, we have made some progress streamlining the business of healthcare. This progress includes advancements in coordination of benefits, electronic payment and remittance advice, provider data collection, and information on provider disciplinary actions.

Still, many obstacles remain. One of the most frustrating is provider credentialing. That remains the leading cause of denials for all of our clients and, we suspect, for all Community Health Centers. Despite such advancements as CAQH ProView, we still see hundreds of denials each month because the providers are not credentialed by the payers. This situation is made even more frustrating by the wide variety of paperwork and data requirements among the payers.



*Synergy Billing Credentialing Team.*

How much more efficient would our health care system be if there were a universal credentialing process, using common forms and databases? Imagine how much time we could spend on far more meaningful activities that actually improved access to health care if we could spend less time on this kind of paperwork.

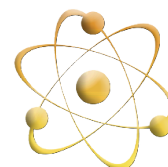
In the year ahead, I will be meeting with likely allies to learn more about this national issue and enter into a campaign to adopt national credentialing criteria and processes. Success in this endeavor will be transformational for your health centers.

I have pledged to you that we will never stop, we will never tire, and we will never back down from a fight on your behalf. As your advocate, I renew that pledge.

Please contact me directly at [ceo@synergybilling.com](mailto:ceo@synergybilling.com) with your thoughts, ideas, and suggestions for this campaign. Your stories will be the critical element of our success.

Sincerely,

*M. Jayson Meyer*  
Chief Executive Officer  
Synergy Billing, LLC



**SYNERGY BILLING**

**877.242.8475 - [synergybilling.com](http://synergybilling.com)**