

# SYNERGY POST

2014 Q4 Synergy Billing Newsletter

## THE OUTSOURCING BOOM

Why a Growing Number of Community Health Centers are *Outsourcing* their Billing Operations

**W**HILE THE CONCEPT OF OUTSOURCING the revenue cycle has been around for decades, community health centers have lagged behind in the adoption of outsourced services until the last several years. Now, a rapidly growing number of health center CEOs and CFOs are choosing to outsource their revenue cycle and billing operations. Why the sudden change and what do these executives know that others do not?

In today's business environment, all decisions in healthcare revolve around the revenue cycle. Revenue is the lifeblood that fuels the rich programs and services that community health centers provide. Unfortunately, regulations and red tape have clogged the arteries for the majority of community health centers and getting paid in healthcare has never been more challenging. The complexity of billing requirements and the challenges of hiring qualified billing managers have forced health centers to seek alternative solutions.

Historically, it was not uncommon for the revenue cycle to take a backseat to other core business concerns. Grant revenue covered most operating expenses and patient revenue was not nearly as critical to sustainability. Patient billing was straightforward and simple. Fast forward to today and the environment is much different. Billing requirements are different for every payer and the time limits for claim submission are shorter than they have ever been. The majority of health centers report it is impossible to find a qualified billing manager who understands the complexity of federally qualified health centers, along with billing and coding requirements. As a result, the average community health center collects less than 75% of possible reimbursements and writes off \$500,000 in insurance bad debt each year. The volatility of regulation, and the lackluster results, have caused many health centers to flock in droves to outsourced billing.



## MEDICARE PPS: DON'T LET REVENUE COME TO A HALT

**T**he introduction of a true Medicare PPS presents a number of opportunities for all health centers. However, the complexity involved in processing claims to obtain payment will be more challenging than ever before. Your fiscal year-end and cost reporting period will determine when your health center needs to begin using the new G codes. While most health centers will struggle with getting paid, the good news is your partners at Synergy Billing have done the homework and are already obtaining Medicare PPS reimbursements for clients. We are offering a number of complimentary webinars as well as onsite training for health centers in need. *Please contact Ronnie Reeves at 386.675.4709 to learn how we can help you to plan and prepare for Medicare PPS.*

# SYNERGY POST

2015 Q3 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 want to share them with our friends and colleagues.*

*This month, we honor Jessie Collins Trice, whose name graces the Jessie Trice Community Health Center in Miami, FL. We are very grateful to Ms. Annie R. Neasman, RN, MS, who is president and CEO of the center, and to the Jessie Trice Community Health Foundation for providing the content and photo for this article.*

As a nurse, administrator, mother, humanitarian, and champion for health-care, Jessie Collins Trice, BSN, MPH, thrived on involvement and service. Throughout her adult years, her interest, dedication, and commitment took her far beyond her professional responsibilities and deep into the community service realms.

*Continued on page 2, Health Care*

## COMPLIANCE & QUALITY ASSURANCE

THE DETAILS THAT MAKE OR BREAK AN FQHC



Quality does not cost, it pays. We have heard it all our lives, but the phrase takes on even more importance when we consider the overall revenue cycle. The stakes are higher than ever with the Office of Inspector General (OIG) and Health Resources and Services Administration (HRSA) cracking down on fraud, abuse, and false claims. Having an effective quality assurance and compliance program is critical to the long-term success of any community health center. The complexity of billing and the risks associated

with non-compliance have resulted in a growing number of community health centers choosing to outsource their revenue cycle operations to Synergy Billing. In this quarter's issue of the Synergy Post, we look at the complexity of billing compliance and the initiatives Synergy Billing is taking to help health centers ensure quality and compliance with state and federal guidelines.

An effective compliance program begins with well-developed policies and procedures. These cannot be copied

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# SYNERGY POST

2015 Q2 Synergy Billing Newsletter

## HEALTHCARE HEROES: WHAT'S IN A NAME?



Photo courtesy Savannah Morning News

*Many community health centers bear the names of pioneers who devoted their lives to improving access to health care and serving our most vulnerable popu-*

*lations. We believe the stories behind these names are inspiring and instructive and want to share them with our friends and colleagues. This month, we honor Curtis V. Cooper, whose name graces Curtis V. Cooper Primary Health Care in Savannah, GA. We are very grateful to Mr. Albert Grandy, CEO, and Ms. Sandra Collins, Executive Assistant and Historian, for providing the content for this article.*

In 1971, a group of citizens in West Savannah expressed concerns that health care on the west side of town was almost nonexistent, particularly for residents with little to no financial resources. This concern was underscored by the exodus of hospitals and physicians to the more affluent south side of the city.

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## GUARDIANS OF PATIENT DATA TECHNOLOGY TEAM KEEPS REVENUE COMING IN FOR SYNERGY BILLING CLIENTS



**W**e often say that the “secret sauce” at Synergy Billing is our Synergy Billing Specialists. There is truly no substitute for them. Another critical ingredient is our world-class technology department that consists of health information technologists, EDI specialists, web developers, and software configuration specialists.

Directed by Anthony Armstrong, this remarkable team makes certain that our internal technology infrastructure is state-of-the-art and that we are

maintaining the security and integrity of data and information. For each of our clients, Anthony and the Synergy Technology Specialists make certain that each client's billing software system is configured properly, and electronic claims are generated with the correct data elements. To put it in non-technical terms, Anthony and the technology team make sure that billing systems are doing what they are supposed to do and sending insurance claims with accurate data.

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# 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 college instructor for Morgan College for two years. In 1928, he attended

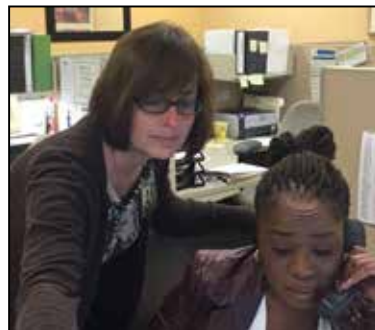
*Continued on page 2 Healthcare*

## 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*



## 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

*Continued on page 2, Fulfilling*

## Synergy Corner

An Interview with Director of Revenue Ryan Cavanaugh

## Health Care Heroes

Pioneers in Health Care and the FQHCs That Bear Their Names

## CEO's Message

Our Commitment to Health Care Justice

# SYNERGY POST

Spring 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. This month, we honor Mr. David Herndon Raines, whose name graces the David Raines Community Health Centers, operating in four Louisiana parishes: Bossier, Caddo, Claiborne, and Webster. We are grateful to Mr. Willie C. White, III, MPH, their CEO, and his staff for permission to use this history from their website.*

“Mr. David Herndon Raines was born in Dexter, Arkansas, in 1860. He became a successful and prosperous farmer in Pine Island, LA. He was noted as a businessman, community builder, and philanthropist, and by 1936, was worth more than a million dollars from oil holdings and properties

*Continued on page 2, Health Care*

## FULFILLING OUR MISSION ADVANCING HEALTH CARE IN OUR COMMUNITY



Conceptual drawing

Nearly every week a distressed health center contacts us with a critical need. Many times, they are calling because a colleague whom we serve has recommended us. If a CHC is in distress that means that deserving people may not have access to the health care that they need. The mission of Synergy Billing is health care justice, access to health care for America's most vulnerable populations. When we have to ask an anxious CEO or CFO to wait until we can serve them flawlessly, it honestly hurts. The simple truth is, that we are moving rapidly to increase our capacity. We want you to know

what we are doing to respond.

We have two problems. One is that we continue to hold very high standards for Synergy Billing Specialists. That means that we can't take every applicant who comes to us. We find that even people who share our mission still need training. The other is that we have run out of space at our current location.

To address the first problem, we have expanded our Synergy Billing Academy. This remarkable program began three years ago to teach experienced billers and coders about the special needs of

*Continued on page 2, Fulfilling*



# A MESSAGE FROM THE CEO

Dear Colleagues and Friends,

*R. Buckminster Fuller wrote, "Never forget that you are one of a kind. Never forget that if there weren't any need for you in all your uniqueness to be on this earth, you wouldn't be here in the first place. And never forget, no matter how overwhelming life's challenges and problems seem to be, that one person can make a difference in the world. In fact, it is always because of one person that all the changes that matter in the world come about. So be that one person."*

Did you have a chance to learn more about I.M. Sulzbacher in this issue of The Synergy Post? What a fine man and inspiring story! When I look back at the Health Care Heroes we have featured, I am struck by how much difference one person can make. When I meet so many more dedicated CHC staff at conferences and meetings, I am humbled by the tremendous difference each one of you is making in your communities.

No matter where we are in our lives, it is always useful to think about the legacy we want to leave. I know that I just want to make things better...for your patients, for you and your health centers, my family, my community, and for the amazing members of the Synergy Billing team. That passion drives me and I know that it drives you.

And, while it's true that we start by recognizing the unique contributions that only each of us can make, I believe that it is also true that we can't bring our dreams to fruition without surrounding ourselves with a healthy team. No, I don't mean a team that never takes a sick day, I am talking about creating a team that is sustained by trust, transparency, and a shared commitment to the greater mission.

We are in the health care business. I think that it is critical that our organizations are healthy. At Synergy Billing, we are finding that as we strive to foster a healthy culture, we are more effective and our team members are happier and more engaged.

Our mission is to help Community Health Centers improve access to primary health care by maximizing their revenue. We do that, of course, through revenue cycle management and credentialing. But, we go far beyond those services to touch every aspect of your operation that can impact revenue. In this issue, you learn more about our training and education programs that are improving operations at CHCs across the nation. I am also available to help you understand more about how you can assess the health of your organization. One academic study revealed that 46 percent of an organization's net profit can be affected by organizational health. I suspect that would mean a great deal to a struggling health center!

So, each of us has a unique contribution to make this world a better place. Never doubt that you can make a difference. I want to be that one person.  
Sincerely,



Jayson Meyer delivering the keynote at a recent Primary Care Association annual conference



**SYNERGY BILLING**

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# QUARTERLY MESSAGE FROM THE CEO FOR THE FQHC COMMUNITY.

Dear Friends and Clients,

One of the great pleasures of my role is to spend time at Community Health Centers. Every time I have that opportunity, I am reminded why our mission is so important. Without CHCs, many of our nation's most vulnerable people would go without even the most basic health care.

Whatever the outcome of the current efforts to repeal the Affordable Care Act, this mission must continue. Together, we are likely to face challenges to further Medicaid expansion that has helped so many obtain the coverage that they need. Indeed, there are even efforts in place to replace the current Medicaid program with block grants to the states. We are continuing our legislative advocacy efforts to defend health centers and make certain that public officials recognize the value that CHCs bring to their communities and their constituents. And, of course, these threats make it even more critical that Synergy Billing champion our clients when dealing with commercial payers. We will not rest in that fight.

Recently, some of our team members and I visited David Raines Health Center in Shreveport, Louisiana and were deeply moved by the dedication of their staff and leaders. At the health center's request, we provided training to their front desk staff, helping them to understand the importance of their role in the revenue cycle. We also had a little fun. I introduced the Synergy Billing challenge, in which the health center's sites will compete with each other. Each month, the most accurate front desk staff will be able to display the coveted Synergy Billing Challenge Cup. Mr. Willie White, the CEO of David Raines Health Center, and I also served pizza to enthusiastic staff members.

Please let us know how we can assist your center to fulfill your mission and improve access to health care for your community. We are dedicated to your success.

Sincerely,

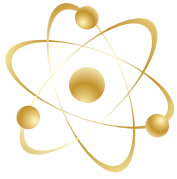
M. Jayson Meyer  
Chief Executive Officer  
Synergy Billing, LLC



David Raines Health Center in Shreveport, LA



Synergy Billing Challenge Cup



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# SYNERGY POST

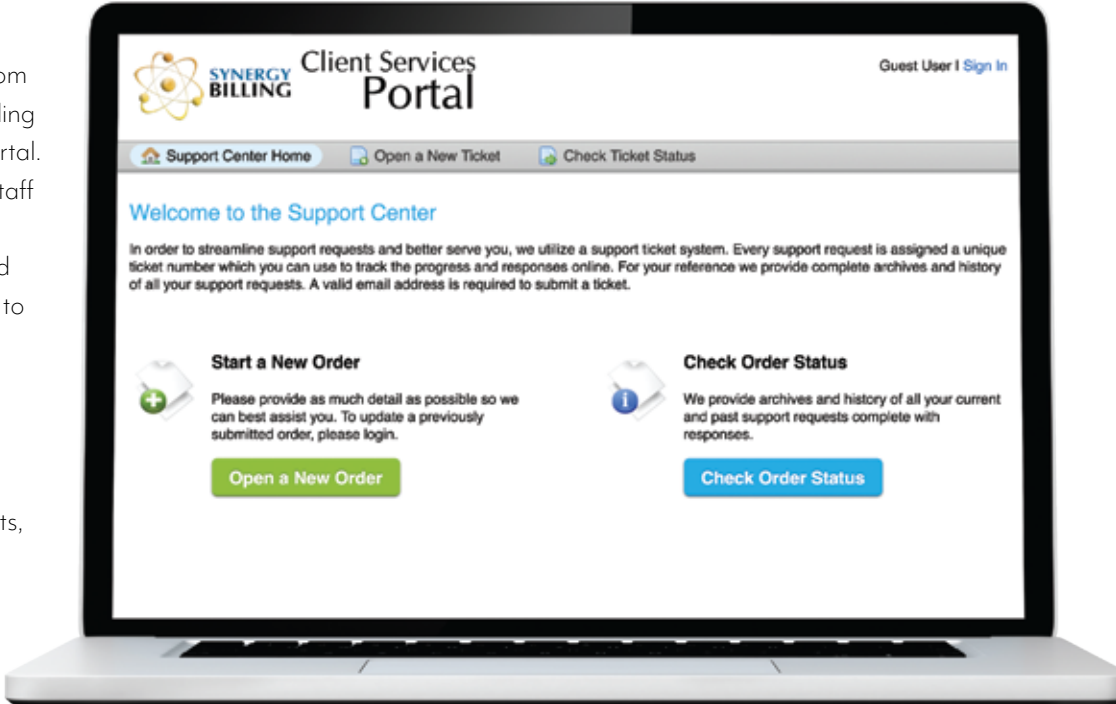
2017 SPRING SYNERGY BILLING NEWSLETTER

## CLIENT PORTAL MEANS CLIENT SUCCESS

If you listened carefully, you might have heard cheering from Daytona Beach as Synergy Billing launched our client success portal. Until recently, Synergy Billing staff and our clients communicated through a variety of means and we are determined, as always, to improve on that dynamic.

This new tool is designed to protect the timeliness, accuracy, and security of our communications with our clients, while reducing the number of "back and forth" emails.

SEE CLIENTS, PG 3



## HEALTH CARE HEROES: REVEREND SAMUEL DIXON

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.



SEE HEROES, PG 2

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Meet members of our Client Success Team and our Revenue Cycle Managers.



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A message for the FQHC Community

LET US KNOW WHAT YOU THINK ABOUT THE NEW DESIGN FOR OUR QUARTERLY NEWSLETTER?  
We'd love to hear from you about any ideas or suggestions for future issues: newsletter@synergybilling.com