



EXPERT GUIDE

Physicians Speak: How to Choose the Right Medical Billing Company



About HealthPro Medical Billing

For over 35 years HealthPro Medical Billing has been the trusted partner of choice for healthcare service providers throughout the United States. HealthPro has built an outstanding national reputation by delivering superior client service, value and results.

Physicians Speak:

How to Choose the Right Medical Billing Company

We interviewed six of your fellow physicians and assembled their recommendations for you in this guide. We hope you find their insights useful as you evaluate and choose your medical billing partner.

The physicians interviewed include Radiologists, Pathologists, Medical Directors and CEOs of physician practice groups.

Specialize

Do they specialize in your practice area?

Be wary of the ‘jack of all trades, master of none’. There are too many specialty specific regulations, payor requirements and Medicare issues for a generalist to know. Your money, and your peace of mind, is on the line.

“Find a billing company focused on your specialty. There are too many payor, legislation and Medicare issues for a generalist billing firm to stay on top of.”

- Dr. Benson

Size

Don’t be fooled by size. Bigger isn’t necessarily better.

Big companies mean bureaucracy, getting stuck in voice response phone trees and speaking to call center staff who don’t know you or your situation. Be sure you choose a billing company that treats you like a person, not a number.

“After three years of instability with a big company, we had enough. The results from switching to the right company? A 27% revenue increase on a volume increase of only 5%.”

- Dr. Bostick

Trust

Do you trust them?

As intangible as it may seem, ask yourself if you trust the people you are dealing with. Do they inspire confidence? Do your interactions with them produce peace of mind and clarity, or confusion? Trust your gut. Then ask their clients.

“Make sure you trust who you are working with. The executives at our billing company are the most honest individuals I’ve met.”

- Dr. Ewonus



“Doctors are a tight fraternity. They are skeptical of sales people, and more likely to listen to their peers than anyone else.”

- Dr. Mark Benson, Radiology Associates, Inc.
Wheeling, WV and Weirton, WV

Mark L. Benson, MD

Dr. Mark Benson is a board-certified fellowship-trained neuroradiologist. He is Chairman of the Radiology Department at Wheeling Hospital in Wheeling, WV and President of Radiology Associates, Inc. Dr. Benson received his MD from West Virginia University of Medicine.

Eric Bostick, MD

Dr. Eric Bostick is a board-certified radiologist and is the Medical Director of the Radiology Department at Blanchard Valley Regional Health Center in Findlay, OH. He received his MD from the University of Cincinnati’s College of Medicine.

John Ewonus, DO

Dr. John Ewonus is a board-certified fellowship-trained radiologist. He serves as a staff radiologist at Community Hospitals in Bryan, OH. Dr. Ewonus received his Doctor of Osteopathy from Kirksville College of Osteopathic Medicine.

Vital Information

Will their reports give you the exact information you need to better manage your practice?

The wrong reports mean you will be flying by the seat of your pants on important decisions. Ask: How detailed is their reporting? Do they report critical information in terms of Relative Value Units? Will they customize reports at no additional cost? Make sure you can run your practice from their reports without spending hours poring over voluminous and hard to understand documents.

“HealthPro tells us the trends which are very important to us - what is going up and what is going down. We meet with them quarterly and we know exactly what our financial status is. They have a quality team.”

- Dr. Stewart

Stability

Will you work with the same great people, year after year? Or will change be a constant?

You know the value of loyal people who understand your patient demographics, your practice and your issues. With all the upheaval going on in healthcare – new legislation, difficult payors and new CPT and ICD codes each year – the last thing you need is confusion and turnover INSIDE your billing company.

“You don’t want a bunch of new people just being trained to handle your money. At one company we looked at, the director there the longest was only around for nine months.”

- Dr. Bostick

Value

Will they deliver a higher return than you currently receive, on the same volume of charges?

The best billing companies actually improve your net income and cash flow on the exact same volume of procedures.

“Our billing company exceeded my wildest expectations. They estimated 25% higher collections on the same level of service. And they hit that mark.”

- Dr. Benson

Do they go after ALL your money? The hard to get 20%, as well as the easier to get 80%?

If you’re a radiologist or pathologist, you know that unlike a surgeon you’re going to have many small charges and thousands of exams. With 100,000, 200,000 or more exams a year, balances of \$5 or \$6 per exam adds up.

“A lot of billing companies go after the 80% of receivables that are easy, and then move on. Make sure you’re dealing with someone who goes after the remaining difficult-to-get 20%.”

– Dr. Weyer

Do they challenge EVERY DENIAL?

Even your \$4.00 portion on a single procedure that Medicare won’t cover? This is where many physician practice groups lose money. The best billing companies get the EXACT SAME recovery rate on denials as they do on all other submitted and accepted charges.

“If you don’t follow up on denials, you are not going to get paid. Find a company who does an excellent job at that.”

– Dr. Semaan



Immediate Access

Will you have immediate access to a real person who answers the phone, with the authority to solve your problem? Or will you get stuck in an impersonal voice response system that wastes your time?

You don’t have time to explain yourself multiple times, especially to someone who has no authority to help you. Find a company where all the staff treat you as their most important customer, and can address your problems immediately.

“With the right billing company you don’t get a runaround; they don’t send you from person to person to get answers. With ours, I can reach the partners at anytime.”

– Dr. Semaan

Robert Stewart, MD

Dr. Robert Stewart is a board-certified, anatomic, clinical, and forensic pathologist. He is affiliated with Mercy Memorial Hospital, Springfield Regional Medical Center and Ohio Valley Surgical Hospital. Dr. Stewart received his MD from The University of Toledo College of Medicine.

Darlene Weyer, DO

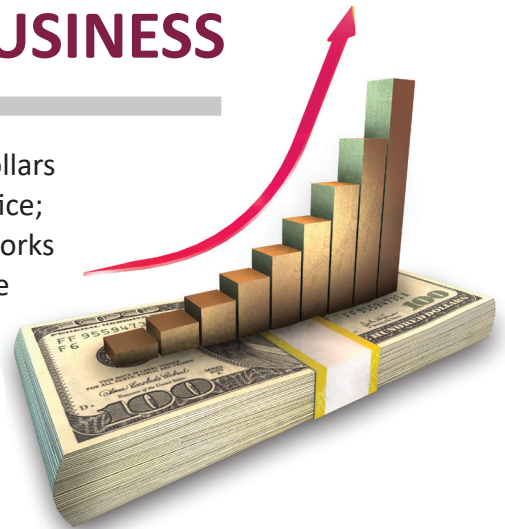
Dr. Darlene Weyer is a board-certified, fellowship-trained radiologist. She serves as Medical Director for the Women’s Health Center in Lima, OH. Dr. Weyer received her Doctor of Osteopathy from The Ohio University College of Osteopathic Medicine.

Hassan Semaan, MD

Dr. Hassan Semaan is a board-certified, fellowship-trained radiologist. He currently owns and runs a radiology practice serving hospitals in Bellefontaine and Defiance, OH. Dr. Semaan received his MD from Teshreen University, Syria. He has practiced medicine in France and the US.

BETTER BILLING FOR A BETTER BUSINESS

We believe that medical billing should do more than just keep track of dollars and cents. In fact, we think that it should be an actual asset to your practice; to your business. We've redefined the way revenue cycle management works by making it really work for you. Our unique approach focuses on how we can help pro-actively grow revenues while making life around the office easier for everyone.



HOW DO WE DO IT?

INCREASING REVENUES

We go the extra mile to get the harder-to-collect 20% that is often times left on the table. This means that your revenues and profitability can grow day 1 – with no increase in procedure volume.

REDUCING STRESS

You can trust us to always say what we mean and do what we say. We operate with complete transparency.

UNDERSTANDING

We have a long track record of success. We understand your business and what it takes to make it great.

STABILITY

Our revenue cycle experts have been here for years, and they aren't going anywhere anytime soon.

COMPLIANCE

We closely follow rules and regulations to ensure your billing is fully compliant with existing laws and privacy restrictions.

100% DOMESTIC

All functions of our billing process are completed within the United States. We do not offshore any component of the process.

TECHNOLOGY



Our state-of-the-art Dashboard helps you maximize your practice's performance and keep an eye on your business with easy-to-understand reports.

INDUSTRY PLANS

We stay on top of the latest medical billing industry procedures and best practices, so you never have to worry about your practice falling behind the curve.

TAKING CARE OF YOUR PATIENTS

We want your patients' experiences with every facet of your practice to be as positive as possible. Our in-house call center is ready to answer your patients' billing questions – all with a friendly tone and empathy that your patients will appreciate.

CODING SERVICES



Our billing clients value our highly trained, certified coders as do our "coding only" clients.



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