



**SOURCEMEDICAL**  
Leading Source for Outpatient Solutions

**SHOULD YOU OUTSOURCE  
BILLING & COLLECTIONS or  
KEEP IT IN-HOUSE?**

*Presented by*  
**Caryl A. Serbin, RN, BSN, LHRM**

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WHEN TO CONSIDER OUTSOURCING

- ♦ In the development of a new center
- ♦ An existing center that is having difficulty finding and retaining qualified staff or having enough staff
- ♦ You have special projects just to keep up with daily billing even after adding more FTEs
- ♦ Your billing results trail far behind standard benchmarks
- ♦ You are a rapidly growing center



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WHEN TO CONSIDER OUTSOURCING

- ♦ Your revenue is decreasing while volume is increasing
- ♦ You have compliance concerns
- ♦ Your center is a JV
- ♦ Audits reveal you have issues
- ♦ You are worried about billing



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WHAT DRIVES OUTSOURCING?

- ♦ Inability to find enough qualified staff
- ♦ A valued staff member leaves suddenly
- ♦ Cost of staff and benefits
- ♦ Volume spikes and their effect on billing



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WHAT DRIVES OUTSOURCING?

- ♦ Constant changes by managed care and governmental payors
- ♦ Poor results in revenue cycle management
- ♦ You have simply had enough of this miserable process
- ♦ You want the results of an expert



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THE POSITIVES: WHAT DID I SOLVE?

- ♦ YAY! I no longer have staffing concerns! No recruiting, hiring, education, turnover, or cost of benefits
- ♦ No need to deal with ever-changing increasingly complex revenue cycle and regulatory changes
- ♦ Eliminate a very big headache and can now spend time on growing core business



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THE POSITIVES: WHAT DID I SOLVE?

- ◆ As your center grows you do not have to add billing staff
- ◆ Cost of technology, as well as the burden to keep up with changes, is shifted to billing company
- ◆ Redundant back-up of data for both center and billing company
- ◆ Billing company will be more efficient and produce better results



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THE POSITIVES: WHAT DID I SOLVE?

- ◆ You gain valuable space inside your center
- ◆ Access to compliance program
- ◆ Billing companies are super-users of software and clearing-houses
- ◆ Ability to appeal denials and fight large managed care companies
- ◆ Assistance with managed care contracting



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THE POSITIVES: WHAT DID I SOLVE?

- ◆ No distractions from patient billing phone calls
- ◆ Access to billing company fee schedule knowledge
- ◆ Billing company can assist with state reporting
- ◆ Access to special reports and more meaningful financial data
- ◆ More internal and external audits of all processes



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THE POSITIVES: WHAT DID I SOLVE?

- ◆ Upfront center process will improve due to information and guidance from billing company
- ◆ Access to experienced coders, as well as feedback on operative notes, will improve physician coding
- ◆ Billing company will manage the third-party patient collections



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WHAT YOU CANNOT GIVE AWAY

- ◆ You cannot simply outsource and forget about billing
- ◆ You cannot give away compliance worries
- ◆ You cannot let your entire front office go
- ◆ You will need a contact person and some time to get the billing company what they need
- ◆ Your physician will still need to dictate operative notes accurately and in a timely fashion



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WHAT YOU CANNOT GIVE AWAY

- ◆ You will still need to be knowledgeable about your accounts receivable
- ◆ You will still need to get involved if it is a major payor issue such as a failure to honor contract language
- ◆ You will need to assist in problem solving with managed care
- ◆ You will still need to perform upfront processes such as registration and insurance verification and will need to respond to feedback in these areas



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THE BASICS: WHAT SERVICES ARE INCLUDED IN BILLING?

- ♦ Coding from operative note in 24 to 48 hours
- ♦ Implant billing
- ♦ Enforcement of prompt payment laws
- ♦ Accurate contractual adjustments
- ♦ Daily payment posting
- ♦ Monthly patient statements and follow-up customized to center policy



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THE BASICS: WHAT SERVICES ARE INCLUDED IN BILLING?

- ♦ Timely refund recommendations
- ♦ Resolution of any software or clearinghouse issues related to billing
- ♦ Fee schedule analysis and maintenance
- ♦ Loading of managed care contracts and updates
- ♦ Compliance and HIPAA programs
- ♦ Optional services: managed care contracting, state reporting, financial reporting, and benchmarking



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WHAT TO LOOK FOR WHEN SELECTING A BILLING COMPANY?

- ♦ Reputation and length of service
- ♦ Experience with your type of center and specialties
- ♦ Experience in your state
- ♦ A good billing company should be seen as a partner
  - if you do well, they do well
- ♦ Integration with your software so you can see work and have the ability to check work in real time



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WHAT TO LOOK FOR WHEN SELECTING A  
BILLING COMPANY?

- ♦ Check references
- ♦ Check experience and credentials of staff
- ♦ Years in business
- ♦ ASC billing experience versus medical or hospital billing
- ♦ Employees bonded and appropriately insured



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WHAT TO LOOK FOR WHEN SELECTING A  
BILLING COMPANY?

- ♦ Coding, billing and business office policies
- ♦ Up-to-date on ASC trends and billing practices
- ♦ New center set-up practices and requirements
- ♦ Disaster plan/Recovery plan
- ♦ Protection of your data and back-up
- ♦ HIPAA compliant, secure connection
- ♦ Auditing program, both external and internal



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WHAT TO LOOK FOR WHEN SELECTING A  
BILLING COMPANY?

- ♦ Managed care expertise
- ♦ Software expertise
- ♦ IT Services
- ♦ Experience with your clearinghouse
- ♦ Experience in your state
- ♦ Knowledge of your billing reports
- ♦ Ability to produce special reports



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WHAT TO LOOK FOR WHEN SELECTING A  
BILLING COMPANY?

- ♦ Dedicated team specific to your center with a dedicated manager
- ♦ U.S. based office(s) with employees working from office versus home-based employees
- ♦ ASC management experience a plus



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HOW TO BE SUCCESSFUL

- ♦ Excellent communications between center and billing company
- ♦ Regular meetings to discuss results from front office through entire cycle
- ♦ Managed care reports and resolutions
- ♦ Follow-up on operative note or transcription



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HOW TO BE SUCCESSFUL

- ♦ Ongoing education with center staff and physicians
- ♦ Timely response to billing company requests
- ♦ Quickly turn patients over to collections
- ♦ Approve refunds in timely manner
- ♦ Keep a positive working relationship - you're a team!



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WHEN IT DOESN'T WORK

- ◆ Billing company has lack of experience
- ◆ Billing company has lack of infrastructure and staff
- ◆ You have lack of control
- ◆ You don't have access to see work real time
- ◆ You don't ask questions or have regular communication (auto pilot)
- ◆ Billing company outsources outside the U.S.



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WHEN IT DOESN'T WORK

- ◆ When key managers at center do not want to outsource billing
- ◆ Billing company charges are too low to support quality work
- ◆ Lack of cooperation from center and you cannot get what you need to bill
- ◆ Connectivity issues or poor hardware
- ◆ Not enough seats on software
- ◆ Not enough time to set up new center



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PERFECT CLIENT

- ◆ Strong desire to outsource and knows why
- ◆ Everyone at center supports outsourcing and form a partnership with billing company
- ◆ Communication, communication, communication
- ◆ Your good results are their good results
- ◆ Together you both learn and grow
- ◆ Knowing it is a long-term relationship
- ◆ Established trust



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REVIEW

- ♦ Look before you leap
- ♦ You can outsource but you cannot give away responsibility
- ♦ Have frequent communication and proof of results
- ♦ Your billing company is only as good as the information you give
- ♦ Best-case scenario: outsourcing is a partnership - be a good partner



QUESTIONS

Call or e-mail Caryl Serbin

239-274-1012

caryl.serbin@sourcemed.net

