

Associated Billing Center's  
**Newsletter**

-Volume 44  
-May, 2020

*Building Our Reputation One Client at a Time*

**Reminder: Our New Mailing Address: Associated Billing Center, LLC-241 Forsgate Drive, Ste. 116,-Jamesburg, NJ 08831**

### A Message From Mona

I sincerely hope that this month's **Associated Billing Center, LLC** Newsletter finds you and your family safe and in good health. We have settled in to our new office suite in Jamesburg, New Jersey and thank you for all your good wishes.

Several times throughout the day I am in conversation with our providers concerning teletherapy and I urge you to call whenever you have a question or concern. We work diligently to closely follow insurance requirements concerning teletherapy in order to get your claims processed in the most expeditious manner.

 Thank You!

I want to express my gratitude and appreciation to the many of you who have referred Associated Billing Center, LLC to other mental health providers. On our website and advertising we state the following: **"Speak to our clients. They are our best advocates."** That is the absolute truth!

An Alignable (Alignable is a small business referral network) survey of 7,500 small business owners in North America showed that 85 percent of word-of-mouth referrals are responsible for the acquisition of new business followed by social media.

Many times I express my thoughts on the topic of communication. Having strong communication skills aids in all aspects of life from professional to the personal. Good communication skills are essential to allow others and yourself to understand information more accurately and quickly. **Stay Safe. Stay Healthy.**



Best Regards,  
Mona

### Education Box-You Need to Know



#### ***This is Your Month!***

May was Mental Health Month and every year the goal is to fight stigma, educate the public, and advocate for policies that support people with mental illness and their families. Mental Health Month has been observed since 1949.

Mental Health America Facts:

◇Research shows it can take 50 hours for someone you don't know that well to turn into a true friend. [\[1\]](#)

◇During the week, Americans watch an average of 2.5 hours of TV per day, but only spend half an hour per day socializing. [\[2\]](#)

◇The number of friendships you have early in your adult life and the closeness of those relationships can influence your well being 30 years later. [\[3\]](#)

1. Hall, J. A. (2019). How many hours does it take to make a friend? *Journal of Social and Personal Relationships*, 36(4), 1278-1296. 2. US Dept. of Labor. (2018). American time use survey. Retrieved from <http://www.bls.gov/tus>. 3. Carmichael, C. L., Reis, H. T., Duberstein, P. R. (2015). In your 20s it's quantity, in your 30s it's quality: The prognostic value of social activity across 30 years of adulthood. *Psychology and Aging*, 30, 95-105.

By the numbers: The Substance Abuse and Mental Health Services Administration estimates that by 2025, the U.S. will have a shortage of:  
●10,470 Marriage & Family Therapists (40,250 needed)  
●15,400 Psychiatrists (60,610 needed)  
●26,930 Mental Health Counselors (172,630 needed)

Other months and weeks throughout the year are designated to raise awareness around specific mental health conditions or the mental health of different demographic groups.

Mental Health Month is also referred to as Mental Health Awareness Month.

Source: Gary R'nel

## Covid-19-The Mental Health Connection



- It is estimated that 30 percent of first responders and frontline workers will develop behavioral health conditions including, but not limited to, depression and posttraumatic stress disorder (PTSD).
- Families of first responders and frontline workers are also suffering increased mental health challenges due to Covid-19 and their loved one's possible exposure.
- Frontline individuals are the first to respond but unfortunately are sometimes the last to seek mental health therapy.
- People with preexisting mental health conditions need to pay close attention to the physical and mental affects of Covid-19 on their overall health.

National Nurses Week 2020 was held earlier in May. The WHO has designated 2020 as "Year of the Nurse and Midwife" in honor of the 200<sup>th</sup> birth anniversary of Florence Nightingale.

The 46<sup>th</sup> annual National EMS Week was held in May as well. The week brings together local communities and medical personnel to honor those on the frontline who provide day-to-day lifesaving and support services to their patients.

These first responders including physicians need our unwavering support.

Source: Gary R'nel

## Laugh a Little or Maybe A Lot: It's Good Therapy



### **Cognitive Restructuring**

A little boy was overheard talking to himself as he strutted through the backyard, wearing his baseball cap and toting a ball and bat. "I'm the greatest hitter in the world," he announced.

Then, he tossed the ball into the air, swung at it, and missed. "Strike One!" he yelled. Undaunted, he picked up the ball and said again, "I'm the greatest hitter in the world!" He tossed the ball into the air.

When it came down, he swung again and missed. "Strike Two!" he cried. The boy then paused a moment to examine his bat and ball carefully. He spit on his hands and rubbed them together.

He straightened his cap and said once more, "I'm the greatest hitter in the world!" Again, he tossed the ball up in the air and swung at it. He missed. "Strike Three!"

Wow!" he exclaimed. "I'm the greatest pitcher in the world!"

Patient to Therapist: "Before I criticize a man, I walk a mile in his shoes. That way, if he gets angry, he's a mile away and barefoot."

Patient to Therapist: "To have a successful relationship I must learn to make it look like I'm giving as much as I'm getting."

Patient to Therapist: "I am willing to make the mistakes if someone else is willing to learn from them."

Patient to Therapist: "A good scapegoat is almost as good as a solution. Source: bouldertherapist.com



## Marketing Your Private or Group Practice-The Essentials

Mental health professionals spend a majority of time in their formal training focusing on counseling and how to assist patients in finding hope and recovery. Ask many professionals if they received any or minimal training in the marketing of their practice and more often than not the answer is a resounding "NO". Consider this the Reader's Digest presentation on the topic. Areas you should concentrate on when formulating your marketing/business plan: Knowing your target audience. Is there a specialty area that you would consider your brand or do you want to have more mass appeal? Website Development: If you choose a specialty area make this a focus of your on line messaging. Yes, you can invest in a web designer but there are a plethora of web hosting services that provide templates for creating your own site. Make sure the site is simple and client-focused and contains a call to action (motivation for the patient to make that first appointment). Register with online directories like Psychology Today offering listings for a broad variety of licensed specialties. Network: Local clergy, medical professionals and other therapists in your area. Insurance panels: Will bring an expanded client base and increased revenue. Associated Billing Center is here to advise on these protocols.

## Covid-19 ↔ The Stats ↔ Numbers Rise for those Seeking Counseling

The Kaiser Family Foundation reports that in a recent poll nearly half (45%) of adults in the United States reported that their mental health has been negatively impacted due to worry and stress over the virus. Individuals with low incomes bare a disproportionate share of Covid-19 related stress. Twenty-six percent of those making less than \$40 thousand dollars per year experience a major negative mental health impact compared to 17 percent of those with incomes between \$40 to \$89 thousand dollars and 14 percent of those making \$90 thousand dollars or more. Even prior to the pandemic, the utilization of Teletherapy was on the rise. Mental health professionals can choose to blend virtual therapy and in office sessions in the future to expand their practices. What are your thoughts? Email [gary@assocbillingctr.com](mailto:gary@assocbillingctr.com)

## Stories You Simply Need to Know About



✓ Texting among friends during the Covid-19 pandemic has grown exponentially. Crisis Text Line, a non-profit that provides peer counseling via texts to those experiencing a mental health crisis, focuses on key words in texting that it says reveal a snapshot of some of the mental health challenges during the pandemic. The words "Grandma" and "Grandpa" are trending among the top five words in grief conversations with counselors this month. Some of the other top words being texted include precaution, risk, careful and gloves. Dr. Ken Duckworth, Chief Medical Director of the National Alliance on Mental Illness, in reflecting on Covid-19 says, "I think we're just getting into a new normal of this, which is going to be ongoing." He says the unknowable quality of life is difficult for many people right now.



✓ Shortly after the appearance of Covid-19, the run on toilet paper was indescribable. While wipes, disinfectant sprays, paper towels, tissues, cleaning products, and hand sanitizers were literally flying off the shelves, none could keep pace with toilet paper. Eighty percent of toilet paper shortages around the world during the pandemic are being experienced in the United States. Americans use a great deal of toilet paper even in normal times. According to a Georgia-Pacific consumer survey, the average American uses 409 rolls of toilet paper a year. Staying home around the clock increases usage by around 140 percent. In two weeks, a two-person household would need nine double rolls, while a four person household would need 17 rolls. OK, I know this is more information than you need to know.





✓ Justine Haupt is an engineer who builds tools for space exploration. She detests the way smart phones "rule our lives." Justine has built her own cell phone with no LED screen, a clunky antenna and a rotary dial. She says the battery lasts 24-30 hours. The dimensions: 4 inches tall, 3 inches wide and 1 inch thick. Enjoying technology while finding a home in tradition.


Source: Gary R'nel

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