

Associated Billing Center's
Newsletter

- Volume 59

- September, 2021

Exclusively Serving Mental Health Practices Nationwide
Building Our Reputation One Client at a Time

Web: mentalhealthbillers.com

A Message From Mona



Covid-19 hits home! A couple of our team members and their family members contracted Covid-19 despite being vaccinated. Fortunately, they were asymptomatic, retested and fully recovered. We experienced no lost productivity due to technology fully developed and operable during the pandemic which allowed those individuals affected to work remotely. I want to thank our IT Manager, Anthony, for making this effort seamless during a very challenging time.

A reminder to our clients: We are staying abreast of any changes to telehealth insurance billing regulations when they occur. We will notify you of any activity that could affect telehealth services.

Recently, I was in the unique position to offer advice to individual providers who were merging to form a group practice while simultaneously offering guidance to two providers in a separate group practice who were breaking away to develop solo practices. I am always here to assist in these transitions and to help.

Reminder: It is important to conform as closely as possible to CPT code guidelines concerning the length of therapy sessions. I spoke with a patient recently who claimed they were billed for a longer session than had taken place and said they were considering lodging a complaint with insurance. CPT code 90834 signifies a 45- to 55-minute session, and anything longer gets the CPT code 90837. Side note: I did persuade the patient not to file a complaint.

STAY SAFE. STAY HEALTHY.



Mona

Education Box-You Need to Know



Associated Billing Center Reminders:

- When the provider or the patient obtains authorization for an EAP sessions or a single case agreement, all information must be forwarded to us. We need the authorization number, from and to date, number of sessions approved and the CPT codes that were approved.
- With an increasing number of providers seeing patients in-office, please make certain to note on your day sheets whether a visit was virtual or in person.
- Keep in mind that for patients with self-funded plans, the cost-share waivers do not apply.

SCA's-Single Case Agreements

- If your patient is experiencing a change in their insurance and you will now be considered an OON (Out of Network) provider, the provider can apply for an SCA-Single Case Agreement. An SCA will allow for the continuity of care at the In Network level. The provider needs to document the justification to insurance to be granted such status. Examples could include: The long-term relationship with the patient for a specific mental health diagnosis and difficulty in finding another therapist who can offer adequately skilled care. Reminder: The fee per session that will be paid by insurance is negotiated by the insurance company and the provider as part of the SCA.

Patients to be Issued New IDs

- Aetna Medicare Advantage patients will be issued new ID numbers by January, 2022. It will be a 12-digit identifier. Please remind your patients, when a they receive their new ID, they need to inform you immediately in order to avoid a delay in claims processing. This information needs to be given to us as soon as it is received.

Mental Health Practice Knowledge



I frequently have conversations with new clients about what I consider to be some of the key components in managing a successful mental health practice. In formulating my response, I reflect on my experience managing individual and group practices prior to creating **Associated Billing Center**, LLC. A couple of my personal observations:

> See clients you consider to be good matches. This will exponentially increase the opportunity for successful therapy and motivate your patient to recommend you to others.

> Become an in-network provider. This can lead to countless referrals and busier schedules. Important: Engaging with the right mental health billing service can ensure the success of this business model (we have a strong suggestion here). Yes, choosing between private pay or accepting insurance is a personal decision.

> In network providers should ALWAYS charge insurance their full fee, not the contracted rate.

> Collect co-pays and balances in an expeditious manner.

> Your office space should reflect your personality and provide a comfort zone to your patients.

> Networking: Consider becoming a member of a statewide professional association.

> Build a brand. Yes, an individual can become a brand. This is how your clients perceive you and describe your practice to other potential clients.

> Create a website describing your practice and your specialties. 70% of websites lack a Call to Action (CTA) on their homepage. Your CTA is to motivate the user to schedule an appointment. Speak to your peers for information on great designers who will not bust the budget.

Mona Ruback

Reminder: Your Practice is Your Business.

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



Passive-Aggressive Behavior

■ What do we want? Passive-Aggressive Behavior!
When do we want it? -----

■ The first rule of the Passive Aggressive club is
You know what, nevermind it's fine.

■ I'm a passive-aggressive driver. I pass other drivers and then aggressively speed towards the next one.

■ What did one passive aggressive Republican say to the passive aggressive Democrat? I don't know, let me go check my Facebook feed.

■ What does a man do when he wants to end a marriage passively? He tries finding the expiration date on the marriage certificate.

■ Knock-Knock

Who's there?

Passive aggressive girlfriend.

Passive aggressive girlfriend who?

"If you don't know I'm not going to tell you!"

Source: upjoke.com

Request for Treatment

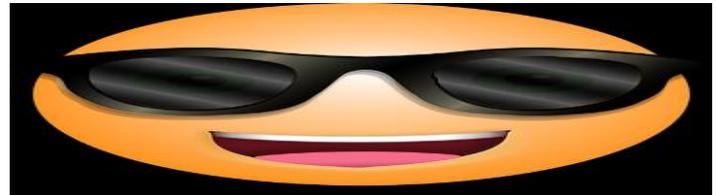
■ A young woman took her troubles to a therapist. "You must help me," she pleaded. "It's gotten so that every time I date a nice guy, I end up in bed with him. And then afterward, I feel guilty and depressed for a week." "I see," nodded the psychiatrist. "And you, no doubt, want me to strengthen your will power and resolve in this matter."

"For God's sake, NO!" exclaimed the woman. "I want you to fix it so I won't feel guilty and depressed afterward."

Source: bouldertherapist.co

■ One mental health professional to another: "The world seems to be getting crazier." The other responds "Thank goodness, I have 16 mortgage payments left."

Source: R'nel



Associated Billing Center, LLC welcomes Rabab to our team. Rabab has a background in billing and will support our Account Managers in their efforts to provide you with the level of service you have come to expect from us.

Tell a colleague about our **Associated Billing Center**, LLC Newsletter. They can obtain an complimentary subscription on our website: mentalhealthbillers.com

Thanks for your positive reaction to this monthly Newsletter. We very much look forward to your feedback and story suggestions.

Mental Health Practice News & Notes



Google Reviews-Managing Your Online Reputation

Consumers in the marketplace for a flat screen TV or a mental health therapist share a common denominator--a supermajority will proceed to Google to look at reviews. If you have not checked out your star rating recently you should. In fact, it is highly recommended that you respond to both positive and negative reviews. 92% of consumers read online reviews and 84% trust them as much as personal recommendations according to a recent marketing survey.

Update

New Jersey Governor Phil Murphy signed PSYPACT into law on September 24, 2021 with the legislation set to become effective November 23, 2021. The temporary interstate compact is designed to allow licensed psychologists to practice telehealth across state boundaries legally and ethically without necessitating that an individual become licensed in every state to practice. This allows the Home State to continue to regulate and also allows the Receiving States and Distant States to know who is practicing in their state and in what capacity without requiring psychologists to obtain and maintain a license in every PSYPACT state. The rules of PSYPACT are only applicable to states that enact the PSYPACT.

Stories You Simply Need to Know About

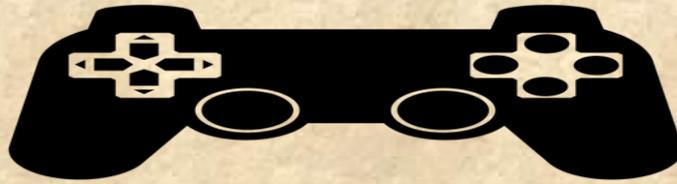


✓ The Bureau of Labor Statistics reports the predicted ten fastest growing jobs over the next decade and how much they are projected to pay. Topping the list--wind turbine service technicians followed by nurse practitioners, solar panel installers, statisticians, physician therapist assistants, information security analysts, home health and personal care aides, health services managers, data scientists and physician assistants. Information security analysts and data scientists will become more popular as people continue to work from home and online.

Mental Health- Employment of substance abuse, behavioral disorder and mental health therapists are projected to grow 23 percent from 2020 to 2030. In some states, over 80% of the population lives in a mental health professional shortage area.



✓ Love Tacos? Then fasten your seatbelt on your way to Taco Bell. The fast food chain is testing a monthly subscription service in Arizona. Customers can pay between \$5 and \$10 per month for a *Taco Lover's Pass*, which gives subscribers one taco a day for 30 days. A variety of tacos are included in the subscription including a soft taco, spicy potato soft taco, crunchy tacos and Doritos tacos. Yum Brands hopes the trial turns casual customers into regular customers and that they will add to their orders when visiting the restaurant. The adage, "Bet you can't eat just one", fits perfectly here.



✓ News Flash: Aerobic exercise is not the only way to burn calories. Gaming platform Stakester reports that a new study shows that two hours of gameplay burned about 420 calories in men and 472 calories in women. CEO Tom Fairey attributes the caloric burn to increased heart rates and gaming sweats. Video games vary greatly in their propensity to burn calories so don't give up that brisk walk just yet. An estimated 214 million Americans say they play video games attributable in part to the pandemic. Bonus: Previous studies have demonstrated marginal cognitive benefits for gaming participants.

Associated Billing Center, LLC **Refer us to a colleague. We appreciate it!**

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Associated Billing Center, LLC is a proud member of:



Associated Billing Center, LLC

Associated Billing Center, LLC was established in 2001 to exclusively provide Mental Health Billing Services to individual and group practices. We are certified as a third-party biller by the NJ State Department of Banking & Insurance. We work as your dedicated back office with the focus on improving your Revenue Cycle Management while allowing you to do what you do best – take care of your patients.

We have recently moved to our newly expanded mental health billing office suite in Jamesburg, NJ. Our team is fully trained in the nuances of mental health billing and changes in rules as they occur. We are extremely proud of our team members who are truly dedicated to maintaining the integrity of our reputation in the marketplace.

We take tremendous pride in the fact that our client retention rate is among the highest in the industry. Our success is built upon the foundation of a genuine commitment to client service, an identifiable, tangible commitment that is more than just a promise – it's an action.

Thanks for being a part of our family. We Never take your business for granted.