

Associated Billing Center's
Newsletter

- Volume 66

- April, 2022

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

Web: mentalhealthbillers.com

A Message From Mona



There are two essential components to managing a successful service business. People and Technology. I frequently mention that I am extremely fortunate to have the finest group of Account Managers and support staff ever assembled in our company's history. 2021 was a year of extensive growth for **Associated Billing Center** thanks to the efforts of our team and your continued support and patronage.

I also want to thank Anthony, our IT Manager and Barbara, our Office Manager for their ongoing research and suggestions concerning the technology necessary to expedite the billing process, keeping the information safe & secure and for maintaining our compliance with HIPAA regulations.

On the topic of technology, **Associated Billing Center** will make investments in technology in the 2nd and 3rd quarter of this year to maintain the integrity of your product and to be able to continue to provide you with the service you expect from us.

On Another Note: The mental health billing sector has become extremely competitive since the onset of the pandemic. Most of these are impersonal corporate type organizations interested in volume. Many of these behemoths are stripping away your ability to manage your own practice (solo or group) in what you perceive to be your own best interests. I am proud that **Associated Billing Center** will never be categorized as one of these "behemoths".

STAY SAFE. STAY HEALTHY.



Mona

Education Box-You Need to Know



News & Notes

Provider Reminder:

When informing us that you have a new patient, please remember to also send the patient's *Intake Page* so that we can verify coverage, expedite data entry and submit claims promptly. Include a copy of both sides of the insurance card.

▪ If you make any changes (name, tax ID, address, NPI, etc.) it must be changed with every insurance company, NPI Registry and CAQH. When information does not match, claims will not get paid. If you need help, please call the credentialing specialist included in each issue of our Newsletters.

▪ Continue to notate on your daysheet whether a patient's therapy was in office or through telehealth.

Reminder: **No Surprise Act**

Therapists are now required by law to give uninsured and self-pay patients a good faith estimate of costs for services they offer. Mental health advocacy groups argue the provision, as written, is unfair to mental health professionals because diagnoses can take time and sometimes change over the course of treatment.

▪ Credentialing: We can recommend Kellie Goodroe/CEO, Affordable Physician Services, LLC 765-692-0887

Kgoodroe@affordablephysicianservices.com

Tell her you are a client of ours. **Associated Billing Center**, LLC utilizes the services of Liles/Parker, an attorney health care regulatory firm representing providers around the country seeking counsel in practice matters. Web: lilesparker.com



The Routines are Essential

When a potential new client contacts **Associated Billing Center** inquiring about our services, the following question surfaces immediately: What can I do to improve my revenue stream and billing? Our quick response: Do the Routine-Just Do It. The Routine involves several steps:

- >Engaging a billing service that specializes in mental health (Suggestion: **Associated Billing Center**).
- >Confirm the patient's benefits. Mental health can be tricky. Advising the patient at the beginning of therapy concerning their financial responsibility greatly enhances the opportunity for patient payments being received on schedule. Our *Benefits Information Profile Page* is obtained by calling insurance to correctly ascertain benefits.
- >It's always a good idea to actually make copies of your patient's insurance cards to maintain on file.
- >It may seem redundant, but it is a good idea to frequently ask patients if their insurance has changed. We have experienced provider delays in getting paid simply because we were submitting to an expired or outdated insurance.
- >Reminder: The CPT 90834 indicates a 45 to 55 minute session. The CPT code 90837 reflects 55 to 60 minute session. If you engage in CPT 90837, some insurances require authorization. In addition, the patient's mental health notes should accurately reflect the choice of ICD-10 utilized codes for billing purposes.
- >If your patient has a question concerning a balance, you can refer them to our office to speak with your *Account Manager*. This removes you from a conversation concerning their financial responsibility.

Yes, your mental health practice is your business. Managing it well allows you to serve individuals whose lives will benefit from your experience and guidance.



*Two therapists meet for dinner with one beginning the conversation by saying, "It has been a crazy day". To which his friend responds, "Thank goodness. How do you think I was paying for this dinner tonight?"

Source: Anonymous

*I'm finally ready to realize the reality of my life. Now I need to go to many more therapy sessions if this was in fact a good move on my part.

Source: Gary R'nel

*Truly great madness cannot be achieved without significant intelligence.

Source: Henrik Tikkanen

*A new teacher was trying to make use of her psychology courses. She started her class by saying, "Everyone who thinks they're stupid, stand up!" After a few seconds, Little Larry stood up. The teacher said "Do you think you're stupid, Larry?" To which Larry retorted "No ma'am, but I hate to see you standing there all by yourself."

Source: Jussayin

*My wife just left me. She says life revolves around football and she's sick of it. I'm quite upset. We were together for seven seasons.

*One of the best things you can do for your mental health is to stare at dried pieces of fruit. It's fantastic for raisin awareness.

Source: upjoke.com



Clearly Defining Your Office Policy

What is your charge per session? Do you offer sliding scale fees? What is your appointment cancellation policy? How does your office comply with HIPAA laws? A good suggestion is to review your office policy prior to beginning your first session. This will help to solidify a productive and trustful relationship between you and your patient. Also, clearly defining your office policy will assist in building a strong foundation to improve your RCM (Revenue Cycle Management).

Mental Health Practice News & Notes

Refresher: Marketing Your Practice

There are many ways to market your practice that do not require a significant financial investment. Research indicates that most clients find a therapist through searching online. Many of the popular website builders offer templates. Your content should include easy access to schedule appointments, a description of your specialty areas, patient generic testimonials, insurance participation and contact information. A photo always helps to personalize the website. Also, one of the most effective tools being utilized today is a short video. It does not have to be a cinematic production. 30 seconds of your warm greeting introducing yourself. Remember to use keywords effectively. Also, you can incorporate a blog page on your website addressing a variety of mental health issues. Keep it Simple! Keep it Relatable!

Copays-Deductibles-Outstanding Balances

A majority of mental health providers require their patients to pay at the time of service. This is a sound practice since evidence indicates that once a patient leaves your practice, your chances of getting paid decrease significantly. Suggestion: If you are comfortable with this idea, have a sign in your waiting room specifying that copays and deductibles are expected at time of service.

Demand Exceeds Supply

The National Council for Behavioral Health reports that 77 percent of counties across the country have severe shortages of behavioral health professionals. About 37% of the U.S. population, or 122 million Americans, were living in areas experiencing mental health professional shortages Demand for providers is projected to increase exponentially during the next decade. One in five adults experiences a mental health condition each year, but only 40 percent receive services. More than 19 million Americans struggle with substance use disorders but only 11 percent receive treatment.

Note to Providers: Patient information should never be sent via text message. We will only respond via encrypted email. We will not respond utilizing text messaging. This is a HIPAA violation.

Stories You Simply Need to Know About



>Professional networking site LinkedIn says it will now allow users to choose stay at-home mom, dad or parent from a list of job titles on the site. LinkedIn says it was motivated to allow the classification to help parents explain employment gaps during the pandemic when it was necessary for them to be home with their children. The company also plans to add "parental leave," "family care" and "sabbatical" options. Not everyone supports the idea. One recent study found that when applicants left a paid job to care for their family, they experienced worse hiring outcomes.



>Researchers from the University of Texas report that doing an act of kindness can benefit the brains of everyone living under one roof. Researchers report that teaching and practicing kindness at home improved parents' resilience and children's empathy. Scientists maintain that both resilience and empathy use different cognitive skills and that both are enhanced when an act of kindness is expressed. Science journalist, Jocelyn Solis-Moreira, reports that the findings are available in the journal, *Frontiers in Psychology*. Yes, expressing kindness may be more beneficial than you might have thought.



>It is one of the most iconic movie wardrobe pieces of all time. The blue-and-white checked gingham dress Judy Garland wore as Dorothy in the 1939 classic, "The Wizard of Oz." Four of the dresses are known to exist and only two, including one found in a storage box at Catholic University, are with a blouse she wore underneath. The dress will be offered for sale at Bonhams "Classic Hollywood: Film and Television" auction May 24th in Los Angeles. The presale estimate selling price: \$800 thousand to \$1.2 million.

Associated Billing Center, LLC

Refer us to a colleague. We appreciate it!

Please check out our website: mentalhealthbillers.com for our News & Blog updates.

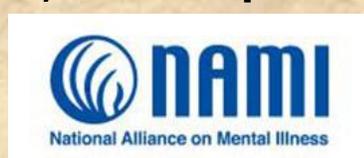
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Associated Billing Center, LLC is a proud member of:



"No, they are not mutually exclusive. Managing a profitable mental health practice while being an empathetic clinician. In fact, quite literally one cannot exist without the other."

***Thanks for being part of our Associated Billing Center, LLC family.
We never take your business for granted.***

About Us:

Associated **B**illing **C**enter, 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 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.

"Effective communication is the key to positive personal and business relationships. Possessing the ability to communicate effectively could possibly be one of life's most important skills."

Mona Ruback/CSS

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