

Associated Billing Center's
Newsletter

- Volume 71

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

Web: mentalhealthbillers.com

A Message From Mona



Welcome to Autumn 2022

I can vividly remember welcoming in the Summer of 2022 in this column. Now, even though it seems like yesterday, here we are welcoming the Autumn of 2022. When you reflect on how quickly one day leads into another, you then come to realize the importance of making each day count to the best of one's ability. I am truly attempting to subscribe to that adage daily in my personal and professional life.

While family is the most important to me, so too is the success of **Associated Billing Center**, LLC. I am fortunate to have assembled the most uniquely qualified team members to carry out our mission of providing the utmost in service to our clients. In a recent meeting with our consultant, it was brought to my attention that we have one of the lowest rates of employee and client turnover in the industry. I attribute this to the importance I place on client feedback. Please remember to contact me immediately if you have the need to discuss an issue. Communication is the key to success.

On Another Note:

Meet & Greet:

Associated Billing Center, LLC will be exhibiting at the New Jersey Psychological Association Fall conference on October 21st-22nd. We look forward to seeing you there. Check out their website: psychologynj.org for more information.

Best regards,



Mona

Education Box-You Need to Know



News & Notes

- United Healthcare/UBH recently transitioned to an updated claims processing system. Our software was updated and the result should have no interruption of claims submission. Patients who are part of this transition are receiving new ID cards. Please ask UBH patients if they have received an updated ID card.
- Pandemic cost share for patients insured with Horizon ended on February 3, 2022. It took many months for the company to adjust payments accordingly. Horizon is now sending letters to providers notifying them of recoupments. Patients are responsible for any monies recouped by insurance. Give us a call if you have any questions.
- United Healthcare & Optum will cover telehealth for out of network providers until October 12th due to the pandemic ending (subject to change). Post pandemic, many of these policies will no longer cover telehealth. Please have your patients contact insurance to see if telehealth coverage will continue past this date for out of network providers.
- **Provider Reminder:**
Psychological and Neuropsychological testing usually require prior authorization. Please advise us if you are planning this procedure so we can determine if authorization is required and you receive your fee.
- **Service Reference:**
*Credentialing: We can recommend Kellie Goodroe/CEO, Affordable Physician Services, LLC 765-692-0887
Kgoodroe@affordablephysicianservices.com Let her know you are a client of ours.*

Stay In The Know-Your Mental Health Practice



Did you ever think about producing your own Newsletter? It can be quarterly or bimonthly and provides your practice with yet another venue for connecting with your patients and the surrounding marketplace. In addition, distribution can reach beyond your patients. For instance, you can send the Newsletter to select primary care physician offices to nurture a relationship with the physician who can then refer patients to you in need of therapy.

Suggested Content: You can write about the latest research concerning therapy technique and how it applies to your practice and will benefit your patients. Write about your specific approach to therapy and the statistical efficacy as it relates to treatment outcomes in your practice. Offer to speak before civic groups. If your Newsletter sounds like a marketing tool for your practice, well, it is. Remember, your 'business' is assisting people to improve upon the quality of their lives.

Getting Started: Keep it brief. A one-or two-page Newsletter is fine and less time consuming. You can find templates online. You have the option of utilizing an Autoresponder service such as mailchimp.com or constantcontact.com Also, you can send Newsletters digitally to your patients and to self-help and support groups.

There are websites offering stock photos to insert in your Newsletter royalty free (pixabay.com and dreamstime.com). In addition, there are services that will produce your Newsletter relatively inexpensively should you choose to proceed in that direction.

Remember, Your Practice is Your Business.

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



*Apparently, people who exercise have been shown to recover better and be less at risk from mental health issues. So, who said you can't run away from your problems.

**Warning! This one is weak.* Recent research shows that horses tend to have much better mental health than other farm animals due to their "stable" environment.

*What do you call a scientific talk about the psychological impact of cannibalism? A Hannibal Lecture. Source: upjoke.com

**Recently Seen Bumper Stickers*

I just got lost in thought. It was unfamiliar territory. I feel like I am diagonally parked in a parallel universe.

Honk if you love peace and quit.

Change is inevitable except from a vending machine.

Everyone has a photographic memory. Some don't have film. Source: bouldertherapist.com

*The U.K. is officially changing its name in honor of mental health awareness. The new country name? U.O.K.

*Yet another weak joke! "In the end, the iron straightened me out. He said everything will be fine and no situation is too pressing." Source: upjoke.com



Telehealth-PHE Update

The Department of Health & Human Services has extended the Public Health Emergency for another 90 days which would end the PHE in mid-October if it were not extended again. Common consensus is that the federal government will leave the PHE in place through November midterm elections or until the end of the year. HHS promises to give providers a 60 day notice of the end of the PHE. Telehealth waivers granted under the PHE would then expire 151 days later.

More than 40 percent of surveyed patients say that they will continue to use telehealth going forward, up from 11 percent prior to the pandemic, making its outsized presence known. On the provider side, 63 percent continue to view telehealth more favorably now than they did before Covid-19. McKinsey & Company reports that 11 percent of the population used telehealth in 2019 versus 76 percent who say they would consider telehealth going forward, according to a recent survey.

Mental Health Practice News & Notes

Mona's Practice Management Observations

I frequently engage in 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 and consulting individual and group practices prior to creating **Associated Billing Center**, LLC. A couple of my personal thoughts:

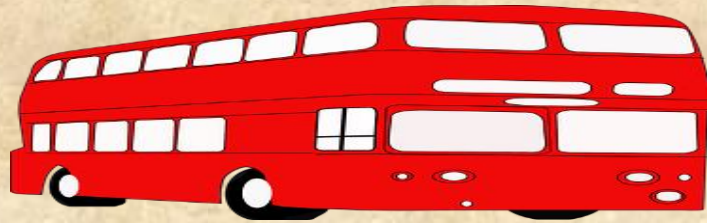
- ≥ See clients you consider to be good matches. This will exponentially increase the opportunity for successful therapy and motivate your patient to recommend your practice to others.
- ≥ Consider becoming an in-network provider. This can lead to countless referrals and busier schedules. Important: Engaging with the appropriate mental health billing service can ensure the success of your business model. Yes, choosing between private pay and 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 a timely manner. This will help to educate your patients on your office protocol and procedures.
- ≥ Your office space should reflect your personality and provide a comfort zone for your patients.
- ≥ Networking: Strongly consider becoming a member of your 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. 74 percent of websites lack a Call to Action (CTA) on their homepage. Your CTA should motivate a prospective patient to schedule an appointment. You can attempt to design your own webpage. There is an abundance of services that provide templates or speak to your peers for suggestions on inexpensive web designers.

Ask for Client Feedback

We have all heard of the ratings services JD Power and Consumer Reports. Why not ask your patients for similar feedback on your practice. While in session you can ask, "Is there anything we can do to make your therapy even more effective?" This is a fantastic tool to retain patients who thought about leaving your practice because they were uncomfortable communicating their response without being prompted to do so.

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



> Beijing bus drivers are receiving electronic bracelets. No, these are not location tracking devices. The Chinese government is utilizing them to measure emotions, blood pressure, sleep patterns and personal feelings. The Beijing Public Transport Consortium says the wristbands will measure biometrics in 'real time' to detect anxiety, sickness, and overall fitness. The initiative follows a bus accident that recently killed 27 people. These devices have been previously used to monitor body temperature after traveling in relation to the coronavirus. Civil liberty groups in China have quietly raised their opposition to the idea saying that forcing the bus drivers to wear the devices invades their privacy and is a potential source for discrimination.




> The MeToo Movement comes to a bar near you if your planning to travel to a Sydney, Australia nightclub. Club 77 in Darlinghurst is banning staring unless the person doing the staring gets prior consent from the person they are staring at to continue staring. You read correctly. The bar also discourages people from going to the watering hole if their sole purpose is to "pick up" someone. Club 77 says it wants to remain a safe place. The club says safety officers in pink vests would enforce the staring rules. The club encourages interaction with strangers but any engagement must begin with a verbal consent.




> No breaking news here. The American political landscape can best be described as tumultuous and extremely divisive. For some individuals, an over consumption of the news can stimulate a negative effect on their physical and mental health. Researchers at Texas Tech University found that many Americans who obsessively follow the news are experiencing increased stress and anxiety levels. Those who constantly check the latest headlines end up with "significantly greater physical ill-being" than those who tune in less often, according to the findings. Researchers found that more than 16 percent of study participants showed signs of severely problematic news consumption. The researchers say media literacy campaigns are necessary to help people develop a healthier relationship with the news.

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:



Newsletter Addendum



Associated Billing Center, LLC values client feedback. In fact, encouraging client feedback is one of the most important areas of our operation. We take pride in the fact that our client retention rate is in the top percentile for our business category. Please call us immediately if you have a question concerning your account. Your feedback helps to ensure that we are offering optimum service to our clients.

A Quick & Vitally Important Thought from Mona

“Effective communication is the key to enhanced personal and professional relationships. Maintaining the ability to communicate effectively is one of life’s most important skills. Communicating effectively with family, friends and business associates leads to an increasingly rewarding life.”

On Another Note:

“No, they are not mutually exclusive. You can manage 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.

Mona Ruback/CSS

Associated **B**illing **C**enter, LLC
Exclusively Serving Mental Health Practices
Web: mentalhealthbillers.com

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