

ASSOCIATED BILLING CENTER'S Newsletter

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A Message *from* *Mona*

GOAL•PLAN•SUCCESS

In The Beginning

I am frequently asked what piqued my interest in the mental health billing field and what prompted the creation of Associated Billing Center, LLC. I have literally been blessed with two fantastic daughters, Reyna and Jami. When they were in kindergarten and second grade, I decided to restore my sanity and seek a part-time job. Where of all places did I find that part-time job that restored my sanity? In a mental health group practice office managing it for two wonderful therapists. This was a perfect marriage. I am by nature a gregarious person and I immediately enjoyed the opportunity to work in an environment where the primary concern was improving the quality of people's lives. I literally became enamored with mental health professionals and their personal mission statements.

When the group relocated to another state my next stop was working for an insurance company in the claims department as an adjuster. It was here that I was able to gather the "inside" perspective on claims processing that provided me with an education I could not have attained elsewhere.

I began working for a few providers who were associated with the group practice and it was their referrals that led to the birth of Associated Billing Center. Thanks to your support and referrals, we evolved into the business we are today with a talented support team that keeps one mission in mind--client service. I never take your business for granted, not for a moment. Thank you.

Education Box

You Need to Know



As of March 1, 2023, Beacon Health is changing their name to Carelon. Everything else is remaining the same



If you are changing your address or giving up your office space and doing telehealth from your home, you must change the information with every insurance company. This is regardless of your network status.

oscar

Beginning this year, if you are an Oscar provider under UBH, you will need to credential specifically with Oscar. The credentialing under UBH will no longer apply to these policies.



If you are seeing a patient who has insurance with a company we have not submitted to previously, you need to contact the credentialing department, regardless of whether you are par or non-par, to register your Tax ID & NPI. In addition, you need to submit a copy of your W-9. Insurance may also request a copy of your license.

S E R V I C E R E F E R E N C E S

Credentialing: We can recommend Kellie Goodroe /CEO, Affordable Physician Services, LLC

• 765-692-0887

• Kgoodroe@affordablephysicianservices.com

Inform Kellie that you are a client of ours.

Stay In The Know-Your Mental Health Practice



GOOD THERAPY

Laugh a Little or Maybe a Lot

When is it Ok for a mental health therapist to be judgemental? When criticizing everyone else for being judgemental.

Source: BigCulpMaster

Mental health therapists like Kentucky "Freud" Chicken. (Yes, another weak one).

Source: punoftheday.com

Ever notice how many women's problems can be traced to the male gender? MENstruation, MENopause, MENtal breakdwn, GUYnecology, HIMorrhoids.

Source: jokes4all.net

One therapist to another therapist: "Who do you talk to when you're in need of therapy?" The other responds, "Myself, I am well trained in offering advice."

Source: Anonymous

Therapist to Patient: "If you don't cut the cake in pieces and just eat the whole cake, then you only had one piece."

Source: jokes4all.net

I remember sitting once in psychology class learning about Pavlov thinking "those stupid dogs". And then the bell rang and we all had lunch.

Source: upjoke.com

Collecting Copays

We frequently receive calls from providers asking how they can improve an aging Accounts Receivable ledger as it pertains to copays. According to research, collecting patient copays and unpaid balances at the time of the session increases the likelihood of financial success. It's also worthwhile. After patients leave the office, practices only get paid 50 to 70 percent of the time.

Reminder: If you are waiving a copay/coinsurance/deductible, insurance requires you to maintain a hardship waiver on file for that patient. Routinely waiving these can be considered health insurance fraud because your office is claiming the wrong charge for services rendered. Associated Billing Center balance bills for many of our clients leading to expedited payments. We can help!



HHS Extends Public Health Emergency Act

The Biden Administration's plan is to end the COVID-19 public health emergency (PHE) on May 11, 2023. Recent legislation authorized an extension of many of the policies outlined in the COVID-19 public health emergency through December 31, 2024. The consensus is that most insurers will continue to cover telehealth post the PHE. We will keep you updated.



Cigna Changes

Cigna is becoming Cigna Healthcare. Your day-to-day business with Cigna, including contracts, reimbursement, and network status, will remain the same. Only the Cigna Healthcare name and logo will change.



Horizon BCBS/Zelis

As of 1-1-2023, Horizon Blue Cross of New Jersey has contracted with Zelis to price out of network claims. This may impact the reimbursement rate if you are submitting claims to Horizon and are not in their network.



Exercise Caution

Third party companies, like Multiplan, offer to pay you faster and it's usually at a discounted price. Prompt payor laws are in effect which regulate the time frame for insurance companies to process claims. It is our suggestion to NOT sign up with these companies nor accept offers that are emailed, faxed, or mailed to you. If you receive something from one of these third-party companies and you need assistance, please call our office.

MENTAL HEALTH PRACTICE

News & Notes

Website Essentials-Patients are Becoming Digital Savvy

When a prospective patient visits your website, they are doing so because they are a potential new client. It is important to provide editorial content that attracts them to your practice or they will quickly move on to the next provider. Stay away from generic. If you present unique skills, write about them in a concise and readily understandable manner. Be relatable. This is what the patient is seeking. Relatability. Clearly present your contact information email, phone, etc.

It is a given that you have the credentials to perform the service. More importantly, explain your uniqueness and approach to therapy. Separate yourself from others. Rise above the noise. Draw a distinct line of demarcation. "The advantage of utilizing our practice for mental health therapy is_____." Conduct focus group research (individually) with your current patients. Ask them what they look for when seeking a therapist.

What are the crucial factors that motivate them in their decision-making process. The information you gather could be an invaluable tool in the marketing of your practice.

When you attended graduate school there were no lessons in the "business of your business". Thinking of yourself as an entrepreneur will allow you to do what you love the most; helping as many people as possible to discover an emotionally positive life.

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.

Deductions for 2022

When preparing to file your practice tax returns for last year, there are a bevy of deductions that may be applicable. Of course, consult with your tax advisor on these. If you conduct teletherapy from home, you can deduct associated equipment like computers, printers, paper, etc. Additionally, depending on how much of your home is used for conducting business vs. living, a percentage of mortgage payment or rent,

property tax and property maintenance can be deducted. A portion of your utilities can also be deductible. Deductibles that could apply elsewhere include CEU credits, practice insurance, legal and professional fees. Your mental health is critical. If you see a therapist, in most cases, psychotherapy services are 100 percent for the self-employed.

If you're driving somewhere, other than your practice, to perform certain activities, you should check with your tax advisor about the deductibility of these expenses. If you are attending a convention for more than 24-hours, hotel costs, airfare, car rental fees are all write-offs. A percentage of your meals may be considered a deduction. Think about these possible deductions to save you money that will allow you to reinvest in your practice. Again, confirm these deductions with your tax planner.

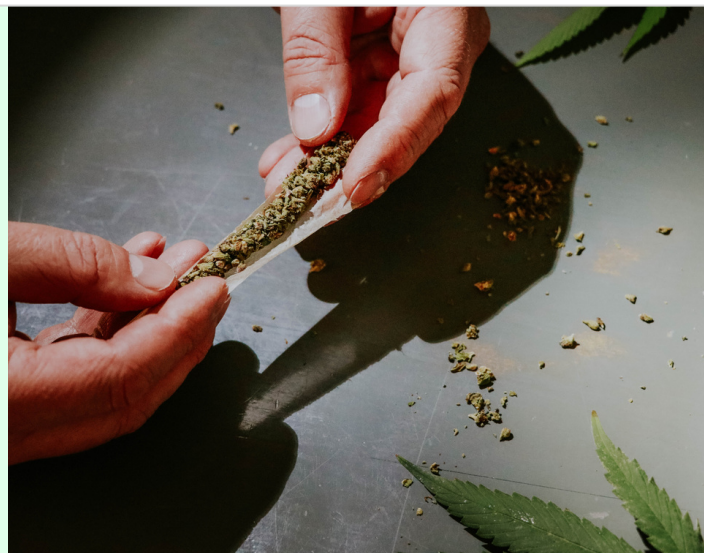


Entertainment » Tickets cost

If you are attending a concert or a Broadway show you would expect to pay a premium price for a front row ticket. Now you can buy a front row seat and it would be considered the cheapest ticket in the house. There is a caveat: You had better be in the mood to see a movie. America's largest movie chain, AMC Theatres, has announced that its ticket prices will now be based on seat location. The highest end "Preferred" tier are in the middle of the theaters and will be priced at a "slight premium" compared to its "Standard" tier, which the theater chain says will remain the most common choice and will be sold for the "traditional cost of a ticket." The third tier is called "Value" which are seats in the front row of theaters. No, AMC will not offer a discounted neck pillow.

Survey » Smoking

Draw your own conclusion. According to a recent Gallup poll, a majority of people say they smoke marijuana more than cigarettes. Sixteen percent of Americans say they currently smoke marijuana with 48% of respondents sharing that they have tried it at some point in their life — the highest rate ever recorded by Gallup. A new record low of 11% of adults reported smoking cigarettes with approximately three in 10 nonsmokers stating they used to smoke. On a positive note: 45% of Americans reported smoking in the 1950's.



Neglect » Child Abuse

We continuously hear stories about parents who accidentally left their children in the backseat of a car. Here's one with a different twist for you. A Florida mom was busted for leaving her 3- year-old daughter alone in a car while she worked at a strip club, according to police. At first the mother maintained that she left her daughter in the car for a moment when she was dropping someone off at the club. Cops allegedly found out this was not the case. The daughter was taken into protective custody while her mother was charged with child neglect.



Please check out our website for our News & Blog updates.

mentalhealthbillers.com

Thank you for your feedback!

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.

ASSOCIATED BILLING CENTER, LLC IS A PROUD MEMBER OF



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 Family.
We never take your business for granted.



About us

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 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.

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Associated Billing Center, LLC

Exclusively Serving Mental Health Practices

mentalhealthbillers.com



Exclusively Serving Mental Health Professionals