

Associated Billing Center's  
**Newsletter**

-Volume 78

- May 2023

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

**Web: [mentalhealthbillers.com](http://mentalhealthbillers.com)**

**A Message From Mona**



The NASW-Spring Conference in Atlantic City provided me with an excellent opportunity to meet with many of our providers. Virtual meetings also have their advantages, such as convenience, cost-effectiveness and the ability to connect with clients from different locations. The flexibility of scheduling video conferences allows you to connect with us at your convenience. If you are a client of **Associated Billing Center, LLC** you are aware of the emphasis I put on effective communication with our clients. If you would like to schedule a virtual or in-office meeting, please let me know.

*On Another Note:*

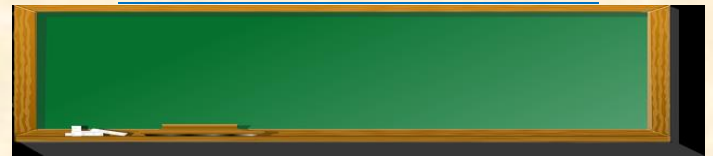
Anniversary greetings are in order. It has been 74 years (1949) since the month of May was officially recognized as Mental Health Awareness Month. Originally, it was created to educate the public about mental illness, raise awareness surrounding research and treatments and to reduce the stigma associated with mental illness.

**Associated Billing Center** continues to robustly support Mental Health America & the National Alliance on Mental Illness as they continue to advocate for Mental Health access. We strive to help our clients efficiently manage their practices so that they may continue serving those in need in their communities.



Mona

**Education Box-You Need Know**



***News & Notes***

- When sending patient information, please remember to include **both sides of the patient's insurance ID card**. This helps in determining whether a carve out in coverage exists.
- If you're planning a vacation, please inform your Account Rep so that we will know not to expect day sheets during that time period. Thanks.
- Reminder: If you are planning on any data changes in your practice (NPI, Tax ID, Address) please notify us ASAP in order to avoid delays in claims processing. You need to notify insurance about the pending change(s).
- Please do not use your cell phone when sending patient demographics. This is considered a **HIPAA violation** and it is not considered a secure device.
- For Credentialing, we work closely with Kellie Goodroe/CEO, Affordable Physician Services. 765-692-0887. [Kgoodroe@affordablephysicianservices.com](mailto:Kgoodroe@affordablephysicianservices.com). Inform Kellie that you are a client of ours. Any questions, give us a call. We are here to help!
- **Associated Billing Center, LLC** utilizes the services of Liles/Parker, an attorney health care regulatory firm representing mental health providers nationwide seeking counsel in practice matters. Web: [lilesparker.com](http://lilesparker.com) and speak with Robert Liles.

## Stay In the Know-Your Mental Health Practice



### *In Person Sessions-Telehealth, or a Hybrid Approach-Which is Right for my Practice*

With the Covid-19 pandemic winding down, we frequently get calls from providers inquiring how to determine the “perfect balance” between in person therapy and telehealth. For most, the answer is a hybrid approach. Your clients’ preferences should be your GPS. A well-managed appliance store strives to maintain a high level of customer satisfaction. Your practice is similar in many ways to a retail model. Here, instead of customer satisfaction, we will refer to it as patient satisfaction.

If many of your patients travel a half-hour or more, research indicates that continuing to offer telehealth works well to maintain those patients as clients.

Another area to consider is your cancellation rate. Here we look at telehealth vs. in-person cancellations. The consensus among mental health practice consultants is that canceled sessions are more prevalent for in-person sessions.

Office space is another factor to consider. If your telehealth outweighs your in-person sessions by a distinctly wide margin, you will need to reevaluate your rental space decision.

Finally, consider your own preferences. Do you prefer the intimacy of connecting with clients in your office versus using technology? Reminder: Your own comfort is important. A therapist's comfort directly impacts their ability to provide effective and empathetic care to their clients.

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



\*The problem with treating mental health is that it's all in our head.

\*In the end, the iron straightened me out. It said everything will be fine and no situation is too pressing.

\*I have a weird mental health issue where I have to get out and pull my car every time I go through a tunnel. It's car-pull tunnel syndrome.

\*A notice from the Psychiatric Association:  
Dear patients, During the QUARANTINE time it is considered normal to talk to your plants and pots. Kindly contact us only if they reply.

\*Did you know that headaches are purely psychological? Yeah, they're all in your head!

\*What do you call a scientific talk about the psychological impact of cannibalism? A Hannibal Lecture.

Source:upjoke.com/mental health jokes



## *Charging No-Show and Late Cancel Fees*

Let's begin with Medicaid and Medicare restrictions. In a majority of states, Medicaid prohibits billing for a no-show. Medicare does allow you to bill members for late cancels and no-shows. Providers are permitted to bill Medicare beneficiaries for these incidents if they are billing non-Medicare beneficiaries the same. Now, let's look at the rules as they apply to commercial carriers. It is generally considered fraudulent to bill a commercial, EAP, state or federal insurer for a session that did not occur. The patient is responsible for this. However, it must be in your office policy that is given to each patient. If it is not in your office policy, it is considered a “surprise bill”.

# Mental Health Practice News & Notes

## *Marketing Your Mental Health Practice*

It is always a good idea to take a moment and review the marketing tools you are utilizing in your practice. Your response might be "I do not need to do anything. I am receiving constant referrals and my patient load is at an optimum level." If this accurately describes your practice, that's terrific. At this time, it's a good idea to think about the word attrition for a moment. Attrition, as it relates to patients in a mental health practice, is the departure of patients for any reason including relocation, dissatisfaction with the therapy they are receiving, affordability or believing they have successfully achieved their therapy goals. Attrition is a natural occurrence that happens to businesses almost by rote. Because of the indiscriminate occurrences of attrition, it is always a good idea to maintain a marketing blueprint. Here are some suggestions:

- > **Create a Comprehensive Online Presence:** Establishing a strong online presence is crucial in today's digital age. Build a professional website that showcases your services, provides helpful resources and includes a clear call-to-action for visitors. Consider incorporating a blog to share educational content and insights related to mental health.
- > **Utilize social media:** Identify the social media platforms where your target audience is most active and establish a presence there. Share engaging and informative content, interact with your audience and build a community around your brand.
- > **Digital Networking:** Build a social media presence. Start a blog page focusing on your specialty. You can link this page to a website if you maintain one.
- > **Cultivate Referral Partnerships:** Collaborate with other professionals and organizations in the mental health/medical field to establish referral partnerships. This could include psychiatrists, therapists, primary care physicians or community organizations. Building strong relationships with referral sources can help generate a steady stream of client referrals.
- > **This is very important:** **Develop a Unique Value Proposition:** Determine what sets your mental health services apart from competitors. Define your unique value proposition (UVP) by identifying the benefits and advantages your services offer. Use this UVP to differentiate your brand and communicate its value to potential patients.

**REMEMBER - YOUR PRACTICE IS YOUR BRAND.** Building a strong brand in the mental health field is important as it helps therapists differentiate themselves and establish credibility. It allows potential clients to understand what they can expect from the therapist's services and whether they align with their specific needs and preferences.

### *Take Note:*

**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



+It has been nearly a century since the Wienermobile made its debut. The famous hot-dog shaped vehicle is changing its name to....the Frankmobile. Oscar Mayer says the new Frankmobile name "pays homage" to the new recipe for its hot dogs rolling out this summer. If you are enamored with the image of the Wienermobile, fret not. The Frankmobile looks much like its predecessor. Is the name change permanent you ask? Ok, maybe you're not asking. Oscar Mayer says it will research consumer reaction to the new name to "see if it cuts the mustard." It's the first recipe change in six years. Specific details about the new recipe weren't revealed.



+Ok, this is a classic Martha Stewart photo. If you want to see M. Diddy (we are told that was her prison nickname) in a one-piece white bathing suit, you need to check out the Sports Illustrated Swimsuit Issue. At 81, Stewart is the oldest swimsuit model the magazine has featured. Stewart posed in the Dominican Republic for the shoot and appears in a total of ten looks. "When we said this year was going to be epic, we meant it," SI tweeted. We're wondering if the lifestyle diva will next whip up a Souffle in swimsuit attire.

+Top subject matter that people are generally embarrassed to share with their therapists: Patients telling their therapists, "I'm usually dishonest with you". Basically, anything having to do with sex. Unwanted and intrusive thoughts (we will leave this one to your imagination) that basically do not conform to what society deems normal. Patients are reluctant to say they hear voices. Patients telling their therapist that they got high with a parent. Clients admitting that they felt nothing positive came out of their last session. Compulsive activity. Patients are sometime reluctant to talk about their accomplishments thinking they should only discuss their problems with you. We are sure you can add many subjects to this compilation.

## ***Additional Newsletter Note:***


**Associated Billing Center**, LLC is investing in technology upgrades this summer that will ensure that we meet and exceed client expectations.

This upgrade will not require your practice to make any changes in the way you communicate with us and will not require any software investment from your practice. Our technology upgrade comes with advanced security features to safeguard your data. The upgrade also allows us to maintain the most efficient connectivity related issues in processing claims through our Mental Health billing clearinghouses.


## **Associated Billing Center, LLC**

**Exclusively Serving Mental Health Professionals**

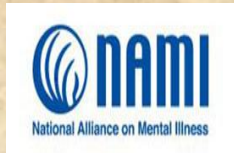
**Please check out our website: [mentalhealthbillers.com](http://mentalhealthbillers.com) for our News & Blog updates.**

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**Associated Billing Center, LLC is a proud member of:**



***Please Refer us to a Colleague. It is always appreciated. "Word of Mouth" referrals are of paramount importance to the success and growth of a service sector business. Thank You!***



**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.

### ***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."**

### ***MORE ABOUT US-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 our 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.**

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

### ***Exclusively Serving Mental Health Practices***

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