

Associated Billing Center's
Newsletter

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

Web: mentalhealthbillers.com

A Message From Mona



NASW-NJ Members—If you're planning on attending the National Association of Social Workers conference in Atlantic City in April, I look forward to seeing you there. Associated Billing Center will be presenting in booth 223 at the Hard Rock Hotel & Casino. Also, we will be offering a raffle for a wonderful prize at our booth.

March-National Social Workers Month
Social Work Month in March is a time to celebrate the great profession of social work. The theme for Social Work Month 2024 is Empowering Social Workers!

Associated Billing Center recognizes that Social Work Month is celebrated to honor the invaluable contributions and tireless efforts of social workers in improving the lives of individuals, families, and communities. Overall, supporting social workers is essential for building stronger, more resilient communities, promoting social justice and equity and ensuring that all individuals have access to the support and resources they need to thrive. In today's increasingly chaotic landscape these imperatives are more important than ever.



Mona

Education Box-You Need to Know



News & Notes

- **Associated Billing Center** is in the process of updating our software billing program. This investment ensures that the service you have come to expect from us will continue unabated. This update does not require any changes in the way you communicate with us.
- **We also serve the Psychiatric Nurse Practitioner community.** Codes for services rendered are Medical Evaluation & Management codes (E&M). NP can use mental health codes when applicable.
- **Practicing Across State Lines**
If you are seeing a patient in another state via telehealth, you must be licensed in the state where the patient is located. You would also have to be enrolled in the insurance plan for the state where your patient is located (whether you choose to be in or out of network). If you are a psychologist, you can join PsyPact & would be able to treat across state lines without being licensed in that state (both states have to be members of PsyPact). You would still need to be enrolled in that state's insurance. The rules reverted back to what they were prior to COVID once the public health emergency ended.
- **For Credentialing, we work closely with Kellie Goodroe/CEO, Affordable Physician Services.**
Kgoodroe@affordablephysicianservices.com. Inform Kellie that you are a client of ours.

Stay In the Know-Your Mental Health Practice

You've heard the expression, "appearance is everything". Well, it may not be "everything" but there is a consensus among mental health practice consultants that it does count for a lot in the equation of branding your practice. Associated Billing Center is seeing a significant increase in patients returning for in-office therapy.

Furnishing your mental health practice involves creating a welcoming, comfortable and functional environment. Here are some steps to consider:

- Choose calming colors and décor that promote relaxation and comfort.
- Invest in high-quality, comfortable furniture for both therapy rooms and waiting areas. Choose ergonomic chairs, soft lighting and soothing décor to create a calming atmosphere.
- Prioritize privacy and confidentiality throughout your practice. Use soundproofing materials to minimize noise between therapy rooms.
- Consider adding therapeutic amenities such as calming music, aromatherapy diffusers or comfortable seating areas where clients can relax before or after their sessions. These small touches can contribute to a positive client experience.
- Solicit feedback from clients about their experience in your practice and use this information to make improvements. Consider conducting surveys or holding focus groups to gather insights into what clients value most about your services and environment.

Growth of the Mental Health Profession

- >Nearly 95 percent of corporate HR respondents say that offering mental health benefits is very important to prospective employees-nearly triple the rate of employers who reported on this a year earlier. Conclusion: Increased demand for mental health therapy.
- >Substantial shortages of addiction counselors, marriage and family therapists, mental health counselors, psychologists and psychiatrists are projected through 2036. As of March 2023, 160 million Americans lived in areas with mental health professional shortages, with over 8,000 more professionals needed to ensure an adequate supply.
- >Over the past few years, there has been a reduction in the stigma surrounding mental health. As a result, more people are seeking help for their mental health issues which has increased the demand for mental health providers.
- >The job outlook for mental health professionals is quite favorable. In fact, the U.S. Bureau of Labor Statistics projects an 18% job growth from 2022 to 2032.

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



*Freud: "If it's not one thing, it's your mother."

Source: Robin Williams

*A patient is visiting his therapist and tells the provider, "I feel awful, but I simply don't know what's troubling me." To which the therapist responds: "Go home, figure out what your problem is and then come back." To which the patient replies: "Would it help if I give myself a copay?"

Source: Anonymous

*A child of eleven tells his therapist, "I don't think life is easy because when you get older it is hard work. Now, I have to do the dishes every other day."

Source: Nick-age 9

*Nine year old Lisa told her therapist, "Never blow in a cat's ear because if you do, usually after three or four times, they will bite your lips! And, they don't let go for at least a minute."

*Therapists like Kentucky Freud Chicken.

Source: Anonymous



Mental Health Practice News & Notes



Growing profits in a mental health practice involves a mix of strategic planning, effective marketing, quality service delivery and operational efficiency. Here are some strategies to consider:

- ✓ **Expand Services:** Diversify your services to cater to a broader range of mental health needs. This could include therapy sessions, group therapy, workshops, online counseling or specialized programs for specific demographics or issues.
- ✓ **Targeted Marketing:** Identify your target audience and tailor your marketing efforts to reach them effectively. This might involve advertising in local publications, partnering with community organizations or using digital marketing techniques like social media advertising or search engine optimization (SEO).
- ✓ **Build Referral Networks:** Establish relationships with other healthcare providers, community organizations, schools and businesses that can refer clients to your practice. Networking and collaboration can help expand your client base.
- ✓ **Client Retention Strategies:** Implement strategies to retain existing clients, such as sending regular practice newsletters with helpful tips and resources.
- ✓ **Consider offering EAPs to companies and organizations as a way to attract more clients and increase revenue.**
- ✓ **If you accept insurance, remember you can always attempt to negotiate reimbursement rates. It is advisable to research reimbursement rates in your area prior to making a request.**
- ✓ **Focusing on clean claims and a quick response to denials is extremely important. Associated Billing Center has your practice completely covered in this area.**

Take Note:

According to a Market Research Report by Fortune Business Insights, the U.S. behavioral health market size is expecting strong growth of \$99.40 billion by 2028. Our goal is to ensure that you share in this growth.

Stories You Simply Need to Know About



***First and foremost, we apologize if you are reading this Newsletter while eating. Ok, the reason for the photo. Researchers at the Clem Jones Centre for Neurobiology and Stem Cell Research indicates that a growing body of evidence shows that damaging the lining of your nose opens a clear pathway for bacteria and viruses to navigate their way to the brain, possibly contributing to the development of Alzheimer's disease. The "picking" action could stimulate gene and protein changes which are tell-tale signs for the onset of Alzheimer's and Dementia. Best advice: Check with your doctor before picking if you are so inclined. Again, this research is preliminary and there are no conclusions to be drawn.**



***When you think about maple syrup you usually think about Vermont or New Hampshire not New Jersey. Well, think again. You can add maple syrup to the list of Jersey favs such as Tony Soprano, Turnpike tolls, Research & Chemical plants, beautiful beaches and nature trails. Supported by a \$1 million grant from the U.S. Department of Agriculture, Stockton University is in its fourth year of producing syrup from the 300 plus acres of Maples surrounding the campus. Nutritionally, these trees have only about half as much sugar as the Maples in Vermont. Some Sweet Background: There are some Sugar Maples in the northern part of the state while the southern part hosts Red Maples. Will the southern part of the state be known for casinos, pine trees and maple syrup? Only time will tell.**





* **Some students are getting high on what? Kids are reportedly sniffing a pantry staple to get high. A Georgia mom has posted a now viral video saying that a local school has found bottles of nutmeg stuffed in backpacks. One mom said, "I took care of a kid years ago at the hospital for nutmeg intoxication. It was the first time I'd heard of it. Started in jails. But they have internet, so I'm sure that's where they learned it." Nutmeg, while generally used as a household spice, is sometimes "abused for its narcotic and hallucinogenic properties" according to an article from the Encyclopedia of Toxicology.**



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

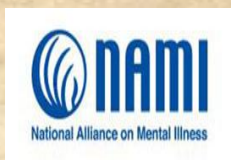
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*****Please Refer us to a Colleague. It is always appreciated. "Word of Mouth" referrals are of paramount importance to the success and growth of a service sector business. Thank You**



Associated Billing Center, LLC values client feedback. 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.

An Important Note:

The mental health billing sector has become extremely competitive and saturated since the onset of the pandemic. Most of these entities are impersonal corporate type organizations interested in volume. Many of these behemoths strip away your ability to manage your own practice in what you perceive to be in your best interest. We are proud that **Associated Billing Center, serving Mental Health Practices nationwide for more than a decade, will never be labeled as one of these impersonal "behemoths".**



More About 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 RCM (Revenue Cycle Management) while allowing you to do what you do best – take care of your patients.

Thanks for being a part of the Associated Billing Center, LLC family.

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