

Associated Billing Center's  
**Newsletter**

Volume 91

July/Aug 2024

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

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

### A Message from Mona



Associated Billing Center, LLC Jamesburg, NJ

Welcome to the 91<sup>st</sup> edition of the Associated Billing Center, LLC Newsletter. If you have any questions or topics you'd like us to cover, please don't hesitate to reach out!

Frequently, I am asked by prospective clients what is the distinct difference between Associated Billing Center and your competition? Personalized Service: Unlike the large, behemoth impersonal firms, we take the time to get to know your practice. Our dedicated team works closely with you to tailor our services to meet your specific needs and goals. These words may sound scripted, but they are at the heart of our mission statement.

Referrals: If you know other mental health practices or professionals who could benefit from our services, please share our information with them. Your referrals are a testament to the quality of our work and help us continue to grow and serve mental health professionals nationwide. Referrals are greatly appreciated. Enjoy the rest of your summer.

**Mona**

### Education Box-You Need to Know



#### News & Notes

#### CAQH

▪ The ultimate objective of The Council for Affordable Quality Healthcare is to gather credentialing information on healthcare practitioners and make that information available to health plans and other healthcare entities to streamline the credentialing process.

How often must I update my CAQH information? You will be sent automatic reminders to review and attest to the accuracy of your data. You must review and authorize data once every four months. You can attest and make changes to your record anytime by accessing your information online. Any questions, give Associated Billing Center a call. We're here to help!

#### COBRA

▪ If your patient transitions to COBRA, ask if they have been given a new ID card or if the information remains the same. We suggest an updated Associated Billing Center Benefit Check prior to submitting new claims.

▪ For Credentialing, we work closely with Kellie Goodroe/CEO, Affordable Physician Services. [Kgoodroe@affordablephysicianservices.com](mailto:Kgoodroe@affordablephysicianservices.com). Inform Kellie that you are a client of ours.

## Mental Health Practice Logistics



### Preventing Revenue Leaks in Your Practice

#### Reduce No-Shows and Cancellations

##### \* Appointment Reminders:

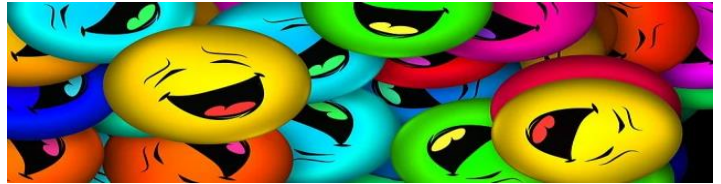
Implement automated appointment reminders via phone, email or text to reduce no-show rates. Clearly describe your office policy concerning no-shows and cancellations in your patient information packet.

\* Utilize a Mental Health Billing Service that specializes in Mental Health: Research indicates that mental health practices can enhance their Revenue Cycle Management (RCM) by as much as 26 percent by engaging with such a service.

\* Monitor and Adjust Fees: Competitive Pricing: Regularly review your fees to ensure they are competitive with market rates and adjust as necessary. Insurance Contracts: Review and negotiate contracts with insurance companies to ensure reimbursement rates are fair and reflective of the services provided.

\* Collect Those Copays: Allowing patients to leave with the expectation of billing them later generally results in a 20 percent decrease in collections.

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



\* Why did the scarecrow become a successful therapist? Because he was outstanding in his field!

\* Ok-We know this one is weak. How many therapists does it take to change a light bulb? Just one, but it takes a lot of sessions to help the bulb understand why it was feeling so dim.

\* What do you call a therapist who solves mysteries? A "psycho-analyst"!

\* Why did the therapist start a bakery? To help people find their "inner peace" of cake!

\* What did the therapist say to the anxious computer? "Don't worry, just take it one byte at a time."



## Employment Projections for Mental Health Professionals

**Job Growth:** According to the U.S. Bureau of Labor Statistics (BLS), the employment of mental health counselors, marriage and family therapists and substance abuse counselors is expected to grow significantly. For instance:

**Mental Health Counselors:** Expected to grow by 22% from 2021 to 2031, which is much faster than the average for all occupations. **Marriage and Family Therapists:** Expected to grow by 16% from 2021 to 2031. **Substance Abuse, Behavioral Disorder and Mental Health Counselors:** Expected to see a growth rate of 23% from 2021 to 2031. **Psychiatrists:** "There simply aren't enough graduate medical slots available across the country to meet demand."

# Mental Health Practice News & Notes

## Managing & Expanding My Mental Health Practice

**Growing a mental health billing practice involves strategic planning, effective marketing and building strong client relationships. Here's a step-by-step guide to help you expand your practice:**

-  **Develop a Strong Online Presence: Website:** Ensure your website is professional, easy to navigate and provides clear information about your services, qualification, and contact details. **Social media:** Use platforms like Instagram, Facebook and LinkedIn to share valuable content, engage with your audience and build your brand.
-  **Network with Other Professionals: Referrals:** Build relationships with doctors, schools and other professionals who can refer clients to you. **Professional Associations:** Join relevant organizations to connect with peers and stay updated on industry trends.
-  **Offer Workshops or Webinars: Education:** Host events on relevant topics to showcase your expertise and attract potential clients. **Community Engagement:** Engage with local community centers, schools or workplaces to offer talks or workshops.
-  **Provide Free Resources: Blog:** Write articles on mental health topics to establish yourself as an expert and improve your SEO. **Newsletters:** Share tips, updates and resources with patients and on social media that is engaging and informative.
-  **Collect and Showcase Testimonials: Client Feedback:** Positive testimonials can build credibility and trust with potential clients. Utilize these testimonials on your website and other social media. **Case Studies:** With permission, share anonymized case studies that highlight the positive outcomes of your work. Research shows this is a very effective marketing tool to attract an expanded client base.
-  **Utilizing Online:** When submitting your information to a listing service (ex. Psychology Today), describe your practice in more than just generic terms. Identify specialty areas. Your profile should be direct, clearly defining why your practice could be a "good fit" for a prospective client. Generic is not your friend here, specificity is.
-  **Local Advertisements:** Yes, not all marketing is online. Complement your social media with an "old school" venue. If you have a widely distributed neighborhood weekly, placing your card is inexpensive and could easily reach potential clients.

## STORIES YOU SIMPLY NEED TO KNOW ABOUT



Think about the number of reasons that couples decide to get divorced. There are thousands. Now, there are a thousand and one. It seems a growing number of couples are divorcing and in custody battles over politics. We are residing at the epicenter of a tumultuous political landscape. So, what is the key political argument driving couples apart? A spouse's views have metastasized into what one partner sees as an extreme political belief. "I think it was exacerbated after our last presidential election," said Cheryl New, a family attorney with a law firm in Bethesda, Maryland. "They find themselves dealing in their marriage with deep discussions where they are so fundamentally different that they start to get angry." John McEntee, a political adviser who served in the Trump administration, created a dating app for conservatives called The Right Stuff. For progressives and leftists, Lefty aims to provide a space for users to connect and potentially find love with individuals who share similar political beliefs. Fact: Divorce rates, overall in the United States, continues a downward trend.




A comedian doing stand-up comedy is subject to a wide range of responses. A UK comic received a message from a fan near the stage that his chronic halitosis was permeating the front row. The audience member told the comedian she loved his stuff but his breath was overwhelming. The occupation of the audience member, a dental hygienist. Another audience member commented, "This is like a trip advisor review of a decent hotel with the smell of bilge water in the air conditioning."

# Associated Billing Center, LLC


Exclusively Serving Mental Health Professionals Since 2001

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

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

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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".**

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***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.

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