

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

Web: mentalhealthbillers.com

A Message from Mona



Associated *Billing Center*, LLC Jamesburg, NJ

Happy New Year!

In the fourth quarter of 2024, Associated *Billing Center* implemented technology updates to enhance the security and privacy of your patients' information. These updates also streamlined the claims submission process, allowing for even faster and more efficient processing.

Share Your Experience Working with Us

I wanted to reach out and see if you'd be open to sharing a few words about your experience working with Associated *Billing Center*. Writing a personal testimonial about how our company has benefited your mental health practice would be greatly appreciated. Nothing has more impact in the marketplace that an endorsement from a peer. You can share as much or as little as you'd like and, of course, your privacy is always our priority.

Excellent communication between you, our valued client, and our company allows us to better understand your needs and provide the highest level of service. Your feedback helps us continually improve and tailor our support to serve you better. I am always available for a phone or Zoom chat. If your practice is located near our Jamesburg, NJ office, we would be delighted to have you visit and say hello. Breakfast or Lunch is on us!



Mona

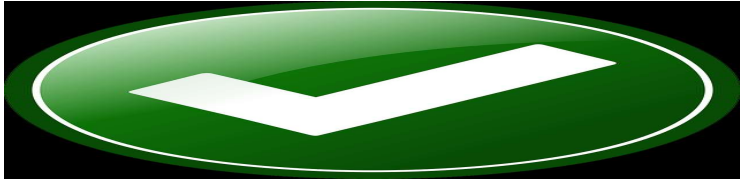
Education Box-You Need to Know



News & Notes

- Please remember that you need to send a copy of all communication you receive from insurance regarding a patient claim. This includes any EOB/EOP including those with zero payments, claim denials, deductible applications and any information regarding claims. This will help us to expedite claims follow up when necessary.
- As a mental health provider, you should update your CAQH profile every 120 days (four months) by reviewing and re-attesting to the accuracy of your information, even if there are no changes; this ensures that your profile remains current and compliant with credentialing requirements.
- **Reminder:** If your patient receives a Coordination of Benefit request, it is important that they respond in a timely manner. Insurance will not process a claim until this information is received. Questions: Give us a call. We're here to help!
- If you are licensed in another state other than your home state, please inform us and provide us with a copy of that license.
- We can now accept payments by Zelle (mona@assocbillingctr.com) and VENMO (@mona-ruback).
- For Credentialing, we work closely with Kellie Goodroe/CEO, Affordable Physician Services. Kgoodroe@affordablephysicianservices.com.

Mental Health Practice Check All the Boxes



When using a listing service for your mental health practice, emphasize the following key elements to attract the right clients:

- *Your Specialties – Highlight your areas of expertise (e.g., anxiety, trauma, couples therapy, ADHD, depression).
- *Your Approach & Style – Describe your therapeutic approach (e.g., CBT, EMDR, psychodynamic) and how you work with clients.
- *Who You Serve – Specify the populations you work with (e.g., individuals, couples, families, children, teens, LGBTQ+).
- *Your Credentials & Experience – Mention your licenses, certifications and years of experience.
- *What Makes You Unique – Share anything that sets you apart, such as a holistic approach, faith-based therapy or multilingual services.
- *Insurance & Payment Options – Clarify if you accept insurance, sliding scale fees or offer self-pay options.
- *Availability & Scheduling – Let clients know if you offer in-person or telehealth sessions and your general availability.
- *A Professional & Friendly Photo – A warm, clear headshot helps build trust before the first session.

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



SEX THERAPY

*A couple, both age 78, went to a sex therapist's office. She asked, "What can I do for you?" The man said, "Will you watch us have sex?" The therapist looked puzzled but agreed. When the couple finished, the therapist said, "There's nothing wrong with the way you had sex." and charged them \$125. This happened several weeks in a row. The couple would make an appointment, have sex with no problems, pay the therapist, then leave.

Finally, the therapist said "Just exactly what are you trying to find out?" We're not trying to find out anything the man replied.

"She's married and we can't go to her house. I'm married and we can't go to my house. The Holiday Inn charges \$150. The Hilton charges \$185. We do it here for \$125 and I get \$43 back from Medicare."

Source: Anonymous

* The U.K is officially changing its name in honor of mental health awareness. The new name: U.O.K. Source: upjoke.com

*This is real. The therapist's name is Dr. Ican Help. Source: anonymous



Deciding On Fees in Your Mental Health Practice

Setting your fees for therapy in your practice requires balancing financial sustainability, accessibility for clients and market competitiveness. Here's a structured approach: **Research Market Rates:** Check local rates: Research what therapists in your area charge for similar services. Look at private practices, group practices and community mental health centers. **Compare by credentials:** Your rates should align with your level of licensure, specialization and experience. **Calculate Your Business Costs:** Rent, utilities, office supplies, software, marketing, continuing education, supervision, etc. **Desired salary:** Consider how much you need to earn annually to meet personal and business financial goals. **Time spent per client:** Include session time, documentation, consultations and any follow-up work. **Consider Value & Specialization:** If you have niche expertise (e.g., trauma work, EMDR, couples therapy), you can justify higher fees. **Package pricing:** Some therapists offer packages for *multiple* sessions at a discounted rate. **Late cancellation/no-show fees:** Establish *clear* policies and enforce them.

Mental Health Practice News & Notes



Associated Billing Center Mental Telehealth Update

As of January 2025, the landscape of telehealth regulations for mental health services is shaped by recent legislative actions and policy updates. Here's an overview of the current rules:

Extension of Telehealth Flexibilities:

The American Relief Act, signed into law on December 21, 2024, has extended several telehealth flexibilities through March 31, 2025. Key provisions include:

- >In-Person Visit Requirements: The mandate for tele-behavioral and mental health patients to have an in-person visit within six months of their initial telehealth session and annually thereafter, remains waived until March 31, 2025.
- >Geographic Restrictions: Limitations requiring patients to be located in rural areas have been lifted during this period.
- >Expanded Provider Eligibility: All healthcare providers eligible to bill Medicare for covered services can continue to offer and bill for telehealth services, broadening the scope beyond the previously limited list of eligible provider types.
- >Federally Qualified Health Centers (FQHCs) and Rural Health Clinics: These centers remain authorized as distant sites for telehealth services.

Permanent Changes

- >Certain telehealth provisions have been made permanent, including:
 - >Patient's Home as an Originating Site: The patient's home is permanently recognized as an acceptable originating site for telehealth services under Medicare.
 - >Audio-Only Services: Medicare now permanently covers audio-only mental health services, ensuring accessibility for patients without video-capable devices.

Conclusion

- >The regulatory environment for mental health telehealth services in 2025 is evolving. Providers are encouraged to stay updated on federal and state regulations to ensure compliance and to continue delivering effective telehealth services to their patients.

ON A PERSONAL NOTE:

- > Providers are encouraged to continue engaging with Congress to advocate for lasting telehealth policies. If you want to advocate for permanent telehealth legislation, here's how you can effectively contact your local congressional representative:

1. Find Your Representative

Use www.house.gov to find your U.S. House representative.

2. For Senators, visit www.senate.gov.

Groups like the American Telemedicine Association (ATA) and National Alliance on Mental Illness (NAMI) often lead advocacy efforts and provide tools for contacting lawmakers.

Choose Your Contact Method:

You can call their D.C. office or their local office (both numbers are usually listed on their official website).

Email or Online Contact Form: Most representatives have a form on their website for constituent messages.

Stories You Simply Need to Know About



>The U.S. is the recent recipient of two panda bears from China as part of the country's 'panda diplomacy'. They are housed in DC's National Zoo. Breaking News: A zoo in China is under scrutiny after allegedly dying two dogs black and orange to look like tigers. Now, tourists at the zoo are inspecting the three-year old giant pandas, named Bao Li and Qing Bao, to ensure they are in fact Pandas. Not a spray-painted version. Yes, it is inconceivable.



>We have all heard the expression, "You're so dumb you cannot even change a lightbulb". Researchers for Halfords conducted a self-sufficiency test across several age groups. The investigators found nearly 25% of Gen Zers between the ages of 13 and 28 DO NOT know how to change a lightbulb. Nearly half did not know how to add air to a tire and a shocking 30% of the group could not identify a flathead screwdriver and 21% couldn't recognize a wrench. Yamalis Diaz, an NYU Langone psychologist, says that their deficiencies are likely due to the digital age. "So much of their (and all of our) lives are automated, convenient and outsourced, which today's generation of young people have benefited from way more than past generations," she added. "So, it makes complete sense that Gen Z simply doesn't know how to do as much with regard to non-tech or independent tasks."

>This is one of those, *even Ripley would not believe this story*. A Scottish woman who thought she had a burst appendix was shocked when she found out she was pregnant. Hospital doctors noticed swelling on her abdomen and asked her to take a pregnancy test. Was the test positive? She gave birth 40 minutes later. Anna, who was working for a live music venue from Stirling, Scotland, said: "I didn't have any symptoms at all." She said: "I had quite bad acid reflux and if I ate I got really bloated. but I'm lactose intolerant so I thought I was eating too much dairy. It would go back down so I thought it was nothing. It was actually her moving around." Anna gave birth to her daughter, Talia, at 3:53 a.m. and weighing 7 pounds. A woman may not know she is pregnant, a condition known as a cryptic pregnancy, in about 1 in 475 pregnancies up to 20 week and about 1 in 2,500 pregnancies until delivery.

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 two decades, will never be labeled as one of these impersonal “behemoths”.



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 for our News & Blog updates.



Several members of the *Associated Billing Center* team during a recent technology update meeting.

A mental health professional is speaking with a new acquaintance and is asked, “What business are you in?” The therapist responds, “I’m not in business. I am a mental health professional.” The reality is that *your* practice is *your* business and *your* client is your consumer. Treating your mental health practice as a business is crucial for its success.

Like us on 

Connect with us on 

Follow us on 

Associated Billing Center, LLC is a proud member of:



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.

 **Associated Billing Center, LLC** *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.

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.



A personal testimonial is invaluable when evaluating a billing service's credentials and its commitment to its clients.

> Hi Mona, You have No Idea how much I have and do appreciate all you and ABC have done for me from the very beginning = and that you continue to do for me. When I read that "you have me covered; don't worry"! I got tears in my eyes! You guys go so far "above and beyond"! I think ABC can also stand for the "Above and Beyond Company"!!!

Thanks! Thanks, and Thanks!

Bethann A. LCSW

>Mona, I received a call from one of your providers telling me how great you guys are and how quickly you work to get any issues resolved. I am thrilled that she provided me with your information. My small group practice is running more smoothly and with less administrative difficulties than we recently experienced. And it's true! Whenever I call your company, I always get a live person answering the phone not a voice message. Mona, a great big thanks to you and your staff for doing such an efficient job. I did not get that with my previous billing service.

Ellen & Jim S. Ph.D. Group

>Finally. Finally. Finally. After searching the web for a dependable reputable mental health billing service, I actually discovered one that delivered on all of its promises during an introductory meeting. What I especially like is that when I call ABC, someone actually answers the phone. Mona and her staff are extremely accessible, knowledgeable and always helpful. Managing our group practice is now streamlined and much more efficient. It is a pleasure working with you.

Ellen W. Psychiatric Nurse Practitioner

More Actual Client Testimonials

>You guys are great. I really mean it. I believe I am like most other groups and individual practices in that dealing with insurance companies is the least favorite part of our job. Your company takes the burden off me and does it so well, invariably coming back with the problem resolved. In addition to this invaluable work that you do, every one of you is also pleasant to deal with and efficient with my billing. Finally, I appreciate how flexible you are. You were open to working with me to develop forms and procedures that suited my practice.

Andy R. Ph.D.

>Mona, what can I say. I am breathing a lot easier these days. I truly think Associated Billing Center is reviving the definition of what true client service means. It is amazing that, whenever I call your company, a live person answers the phone, not a virtual assistant. You promised during our first meeting that my practice would experience increased revenues and that your staff would be there to support my group practice. You were right. I am no longer burdened with many of the administrative tasks I previously encountered. Thanks. I can, without reservation, recommend Associated Billing Center to individual and group practices. They're great!

Mark S. LCSW

>Working with Associated Billing Center has been a game-changer for my practice. Their team is knowledgeable, efficient, and always available to answer any questions. Billing can be overwhelming, but they make the process seamless, allowing me to focus on my clients rather than administrative tasks. I highly recommend their services to any mental health professional looking for reliable and professional billing support. Here's a bonus: Our revenue is growing since our affiliation with Mona.

Ellen F. Ph.D.