

# CB&C Provides Specialized Billing For Specialized Care!

**973-827-3544**

## *In House Billing*

## *Outsourced Billing*

## *Your CB&C Team*

	<i>In House Billing Staff Member</i>	<i>Outsourced – General Billing Company</i>	<i>Outsourced to CB&amp;C, Inc.</i>
<b>Experience &amp; Knowledge</b>	Hiring an ‘in house’ biller can be tricky! Even <i>experienced</i> applicants aren’t <i>specialists</i> . Billing & collections is different by specialty. Even if the applicant worked in a chiropractic office before, knowledge is based on <i>that</i> office. Meaning – they bring that ‘experience’ with them.	When choosing a general billing company – you actually can run into the same problems. If the billing company is not trained specifically in your discipline, you may not be any better off by outsourcing to them.	CB&C, Inc. specializes in Chiropractic, Physical Therapy, and Multi-Disciplinary Practices. We have specialized in these fields for more than 15 years. We know the covered CPT codes, we know the ‘ins and outs’ of most carriers, we know what problems and red flags particular insurance carriers have with each discipline. We know CCI edits and codes that can be bundled and modifier rules. We have established contacts and protocols with the carriers to handle unpaid claims, etc.
<b>Cost &amp; Number of Staff</b>	You may pay \$12 to \$15 per hour for a biller. At \$12 an hour (40 hour week = \$480 / for a year = \$25,000). This is a low estimate for the purpose of this comparison. Now add that to the cost of benefits, payroll taxes and/or insurance, etc. Remember this would be the cost for 1 staff member. If you add staff – you add cost!	Billing companies are generally 7 – 10% of collections. How much staff the billing company has may determine the attention your account will get. You may want to inquire about their structure and how many clients they have vs. how many staff members they employ.	Our fee ranges from 4% - 8% of what we are responsible to collect (whether it’s just insurance or insurance & patient collections). CB&C, Inc.’s percentage actually <b>DECREASES</b> as the collections of the practice increase. Our structure is such that each office has a billing specialist and a lead point of contact assigned to it as well as direct account management by a collection team. Your office is assigned a “dollar cap” to guarantee <b>your control of your billing budget!</b>
<b>Training &amp; Staff Turnover</b>	Extensive time and money is put into training billing staff – yet, consider the instability. Unfortunately, offices complain about staff turnover often so the cycle of hiring & training is continuous. And of course, this process does not guarantee good staff. We often find offices will opt to keep a billing person even if they are not satisfied with their production <b><i>because the stress of a change overcomes their hope of improvement. WARNING! Don’t be immobilized by these fears! Better talk to CB&amp;C about stabilizing processes and Coaching Your Staff for Results that will contribute to the growth of your practice. 973-827-3544, ext 320</i></b>	Unfortunately, billing companies close constantly. We have found that many billing companies generally have quick client turnover as offices realize they may be no better off than before they outsourced.  Many practices find that the elusive grip on their AR is just as elusive with their billing service as it was in-house. Many have gone through multiple billing companies without ever gaining a sense of security and confidence as their expectations go unmet.	The CB&C Leadership Team boasts more than 40 years of combined experience. Our nearly 50 staff members have all received one-on-one specialist training and many have been with us from our start. Nothing at CB&C, Inc. is ever out-sourced to other billing companies or other countries. Each CB&C Billing Analyst assigned to a new client has received extensive training on CPT coding & on each insurance carrier as well as the particular office they are assigned to. Each client benefits from “Getting To Know You” opportunities with their CB&C Team & always has ready access to their CB&C contacts. Your CB&C Team actually evaluates all your billing <b>BEFORE</b> it is even inputted and works very closely with your office on any questions or problems. This strong emphasis on specialized training for our staff results in confident, dedicated Teams and enthusiastic clients enjoying easy access to all their account details and in a position to focus on <b>GROWTH</b> not fears. .
<b>Claims &amp; Account Follow-up</b>	Many think that if they have a hired staff person in their office assigned to follow-up – they are guaranteed that accounts will be followed up on more accurately or more quickly. This may not be true. It is more often found that the kind of follow-up that is necessary is often underestimated. Offices frequently find that what <b><i>IS</i></b> being done has not been effective and therefore has taken more time and provided less return. Inexperienced billers spend a lot of time (and therefore, money) pursuing claims issues that could have been avoided by properly billing in the first place.	Time spent on follow-up is a big concern for both providers and for billing companies too! When a claim isn’t paid, the billing company must decide – is it worth it to pay someone to call and get those dollars & cents? Will it get paid with just one phone call or will it require multiple calls? Follow-up can be costly and offices fear that their billing service is only going after the “ <b><i>low-hanging fruit</i></b> ” and leaving collectable funds behind when it means going the extra mile to get <b><i>all</i></b> claims paid.	Follow-up is one of the <b>Magic Bullets</b> of billing! There can be no cost-cutting on well targeted and aggressive follow up. CB&C invests heavily in follow up because that is where your return will be the greatest. Our experience has been that clients see a significant growth in their collections when they contract with CB&C - even just from their existing patient base. That’s because we are just as aggressive in our pursuit of your \$5.00 claim as we are of your \$5,000 claim. Our collection teams are relentless in their follow-up and your reimbursement reflects the effort invested. Maximizing your reimbursement while coaching you on billable codes and services helps us contribute to your success. Our aggressive tenacity on follow-up gives CB&C a very competitive edge.

<p><b>Control over your own information</b></p>	<p>Many offices feel doing the billing in-house gives them more control. Really? Most doctors do not even know the status of their own accounts receivable. Most don't know which patients have outstanding balances or why there is an outstanding balance or even what their staff is doing to 'effectively' collect the money that is out there.</p> <p><b>WARNING! Don't let your office be one of the many with "all your eggs in one billing basket" ~ Do you have one person who is a great biller, has been with you forever and has "everything" in her head? Better talk to CB&amp;C about our Avoiding Disaster Program!</b></p>	<p>Many billing companies provide you with 'reports' when you ask. These reports are often hard to read and do not provide enough information. In most cases, providers report that billing companies are not always forth coming with information on their accounts receivable and the status of their patient accounts.</p>	<p>CB&amp;C, Inc. uses a billing program called, Medisoft. It has all features of more expensive software's but at a fraction of the cost. We also encourage our clients to utilize this same inexpensive system in their office because we can then download your billing information right into your own computer. We do basic training with clients on using Medisoft. Therefore, our clients have access to all their information as if the billing was being done right from their own office. Reports can be pulled and reviewed. Medisoft can be used for patient scheduling as well as mailing labels, birthday lists, recall lists, etc. Or, if clients prefer, they can log in to CB&amp;C's own server to access <b>in real time</b> all their patient and billing information in Medisoft online. CB&amp;C is easily compatible with systems and programs that offices may already have in place and will work to make our transactions as convenient and efficient for your office as possible.</p>
---	---	---	--

## *Additional Services Offered by CB&C*

<p><b>Coaching For Results</b></p>	<p>The Empowered Office Manager Program:</p> <p>The goal of this program is to equip your office manager to understand what affects a practice's bottom line, quickly analyze issues that will have a financial result (both good &amp; bad) and actively contribute to the growth of the practice.</p>	<ul style="list-style-type: none"> <li>• Identify priorities &amp; processes to maximize efficiency &amp; billing</li> <li>• Common clinical &amp; procedural issues to watch for &amp; how to address them</li> <li>• Utilizing benefit details to maximize case management for each patient</li> <li>• Leading the staff, establishing goals and incentives while driving the growth of the practice.</li> <li>• Incorporating these key factors into the overall marketing message of the practice.</li> </ul> <p style="text-align: center;"><b>Call CB&amp;C for information about this dynamic, hands-on program!</b> <b>973-827-3544, ext. 320</b></p>
<p><b>Appeals Department</b></p>	<p>Put an end to lost revenue for medical necessity denials:</p> <p>Does this process sound familiar: The provider sends a claim → The claim is pended for notes → The provider sends the notes → The carrier responds that the care has been deemed <b>not medically necessary</b> → The provider then balance bills the patient → <b>or even worse</b> → writes the balance off.</p>	<p>If you are not a CB&amp;C Client, we can teach you -</p> <ul style="list-style-type: none"> <li>• How to be sure of your claims eligibility for a medical necessity appeal</li> <li>• You can turn the file over the CB&amp;C Medical Necessity Appeals Team</li> <li>• Allow us to file the 1<sup>st</sup> level member appeal, the 2<sup>nd</sup> level member appeal, and all the way to <b>APPROVAL</b></li> <li>• <b>Appeal Management is an included benefit that CB&amp;C Clients freely benefit from as part of their full-service billing!</b></li> </ul> <p>Filing medical necessity appeals is a process that has to become 'routine' in every office – STARTING NOW!</p> <p style="text-align: center;"><b>Call CB&amp;C for information about this program</b> <b>973-827-3544, ext. 320</b></p>
<p><b>Insurance Verification Department</b></p>	<p>Get the information you need to correctly process your patient and guide their care from beginning to end:</p> <p>Utilizing a proper insurance verification is the key to maximizing reimbursement and reducing administrative headaches. If keeping your billing in-house, having a proper and thorough insurance verification is imperative!</p>	<ul style="list-style-type: none"> <li>• Use the verification for more than deductible, coinsurance, copay, visit limit!</li> <li>• Use the verification to file proper appeals</li> <li>• Use the verification to reduce follow-up on denied claims</li> <li>• <b>And so much more!</b></li> </ul> <p style="text-align: center;"><b>Call CB&amp;C for more information</b> <b>973-827-3544, ext. 318</b></p>