



Medical Reimbursement and A/R Management Update

Our Best Practice Advice and Management Tips for Superior Collection Performance

Healthcare News

Local Coverage Determinations (LCDs)

First Coast Options has established a web page providing a numerical listing all final LCDs.

[Click here to access the FCSO website](#)

CMS Top 10 Denial Reasons

CMS has dedicated a web page providing a periodic update to its Top 10 denial reasons for all submitted claims. If you are receiving these denials you may need to update your claims scrubber or billing process to mitigate denials.

[Click here to view the latest CMS Top 10 Denial Reasons results](#)

Revised Advanced Beneficiary Notice (ABN) Form

CMS revised its ABN form and consolidated its use for all providers and suppliers. There is

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This Month's A/R Management Tip

Using Your Practice Management System to Support Marketing

Your practice management system contains a wealth of information available to support overall marketing strategies. Depending on your system's capability for standard and query reporting, qualitative and quantitative data can be utilized for:

- Marketing strategy development.
- Mailing list and forms management.
- Procedure/diagnosis targeting.
- Patient contact management and/or results analysis.

Consider utilizing combinations of available data for targeted marketing campaigns:

- Referral Sources
 - Group practice data
 - Specialty
 - Hospital affiliation/department
 - Zip code/location
 - Referral pattern data
 - By Modality
 - By Payer/Insurance
 - By Physician within the group practice
- Patient Demographic
 - Age
 - Gender
 - Zip Code
 - Ethnicity

a 6-month implementation grace period until September 1, 2008.

[Click here to access the CMS ABN webpage](#)

Physician Signature Stamps

CMS has essentially banned the use of physician signature stamps allowing only handwritten or electronic signatures. Stamp signatures are not acceptable to sign an order or other medical record documentation for medical review purposes according to CMS, with limited exception.

[Click here to access the related CMS MedLearn article](#)

CMS Provider Enrollment Website

Issues related to Provider Enrollment in Florida have led CMS and First Coast Options to establish a website for enrollment and update/change education.

[Click here to access the Provider Enrollment Web page.](#)

About Us

Gregory, Sharer & Stuart is one of Tampa Bay's leading accounting and

- Insurance
 - Payer Class (ie. Managed Care, Medicare, Medicaid)
 - Insurance Company
 - Insurance start/term dates
- Procedure/Diagnosis
 - Codes or code groupings
 - Local Medical Review Policies (LMRPs)
 - Screening Exams
 - Other exams with service limitations
 - Utilization statistics
 - Physician Quality Reporting Initiative (PQRI) and other statistical codes

"Best practices" typically utilize reporting to communicate unscheduled or missed annual/bi-annual screenings and follow-up appointments with Referring Physicians and/or patients. A simple modification of the report criteria could result in improved data output to accommodate marketing efforts as well.

In addition to the data available for use with a marketing strategy, many practice management systems, especially those with Electronic Medical Record (EMR) components, have capabilities or easily-modifiable screens and fields to assist in the implementation and tracking of the marketing plan and its progress. While some customization may be required, most systems can accommodate this type of data and historical activities including:

- Patient statement messaging
- Patient contact tracking
- Form letter management - creation and tracking for communication to Patients and Referral Sources
- Use of "dummy" codes
 - Patients
 - Payers/Insurances
 - Procedures (activities) and Revenue Categories (marketing stages or campaigns)
 - Diagnoses (other qualifiers)

With a little advance planning, screen and/or field manipulation, and the use of existing and query-based reporting, your practice management system can provide reliable support to your marketing efforts. Since most systems' capabilities are not fully utilized, the use of this excess capacity to assist in the implementation of your marketing plan provides a valuable support resource to facilitate improved results.

[Contact the GSS Healthcare Services Team for assistance obtaining "Best Practices" results and optimal A/R performance](#)

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Marketing Tip

Several health awareness dates occur in September. Use your practice management software to query for patients with similar diagnoses or other identifying information to send clinic event dates, screening notices, reminder letters, discussion group dates, or any other marketing activities you can use to increase your patient visit volumes.

- ✓ Awareness Day - Jerry Lewis MDA Labor Day Telethon, Family Health and Fitness
- ✓ Awareness Week - Child Injury Prevention, 5-A-Day for Better Health, Hearing Aid, Rehabilitation, Reye's Syndrome, Prostate Cancer
- ✓ Awareness Month - Baby Safety, Children's Eye Health/Safety, Healthy Aging, Gynecologic Cancer, Leukemia, Pediculosis Prevention, Cholesterol Education, Sickle Cell

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