

BILLING

Improvement Area: Practice Management System to Support Marketing

BY COLIN G. BALL, CCAT/CPAT

Quick tips to enhance an already-efficient billing operation... Make the leap from performing well to “best practice”

Your practice management system contains a wealth of information available to support overall marketing strategies. Depending on system 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
- 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 of 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.)))

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To learn more about author Colin G. Ball, CCAT/CPAT, see our Contributors section on page 5.