

SERVICE FIRST TECHNOLOGY

Managing A Best-in-Class Insurance
Billing Process

Randy Torban & John Gwin



THE Δ UCTUS GROUP



The Aesthetic Society®

Alliance Partner

SYMPLAST + AUCTUS = A POWERHOUSE



Randy Torban

Randy has spent the past 15 years identifying, creating, and enhancing workflows, identifying raw data trends and translating them into actionable KPIs for retail and health care companies of all sizes. Randy currently serves as Senior Practice Analyst for Symplast, a mobile EHR/practice management platform for plastic surgery and medical spas. With a focus on maximizing the patient's experience, Randy regularly presents best practices to help medical business owners increase revenue.



John Gwin

Hailing from a background in management at both an outsourced medical billing company as well as a busy plastic surgery practice, John Gwin is the founder of The Auctus Group – a financial and operations consulting firm for exclusively plastic surgeons and dermatologists. John has had the privilege of working with countless of physicians for over a decade now, aiding and assisting them in process, workflow and growth. Aside from multiple speaking engagements, John also serves in an advisory role with a several Health IT businesses, as a Principal at a plastics/derm specific MSO/CIN, a Board Member with BRAVE, a non-profit striving to serve and educate the breast cancer community, and is a member of the Young Entrepreneurs Council.

AGENDA

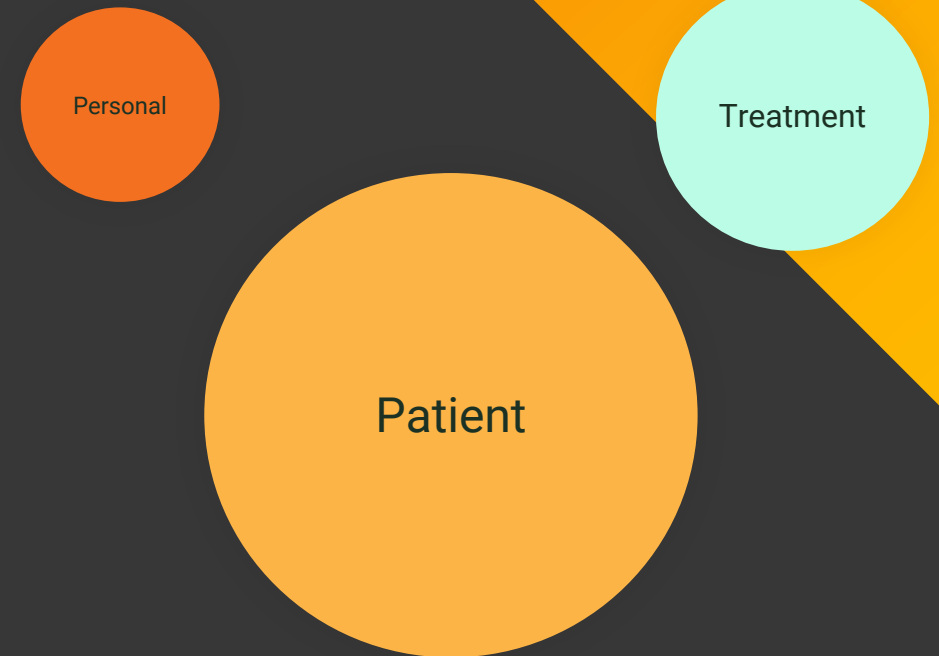
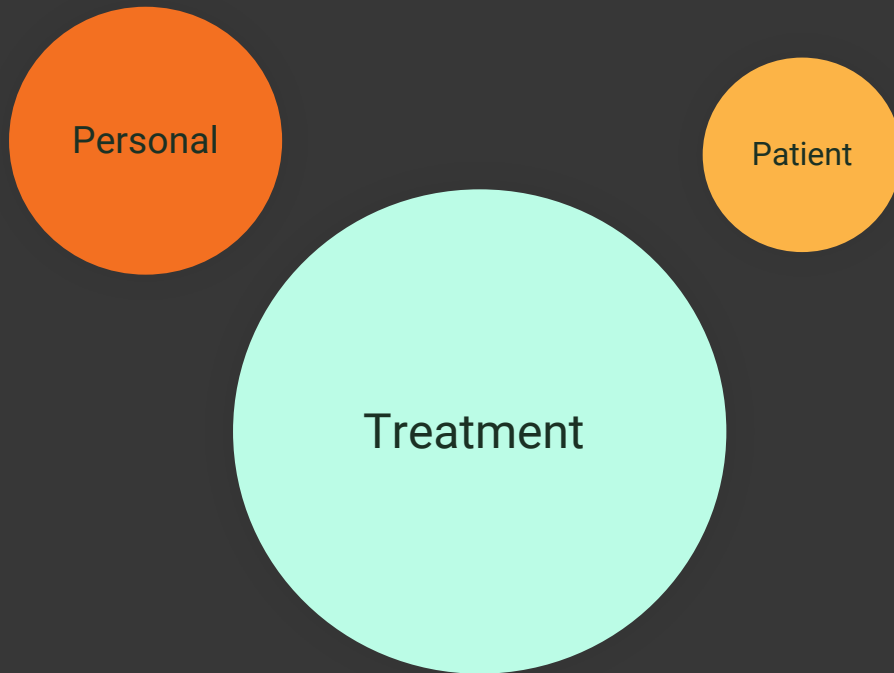
- 01 — Discussing the Current State of Insurance Billing in Plastic Surgery
- 02 — Trends
- 03 — Pitfalls
- 04 — How new Technology is Paving the Way for Change
- 05 — Value-Added Solutions

WHAT IS SPECIAL ABOUT AESTHETICS?

People FIRST Healthcare

Primary/Hospital Care

Elective/Private Aesthetic Care



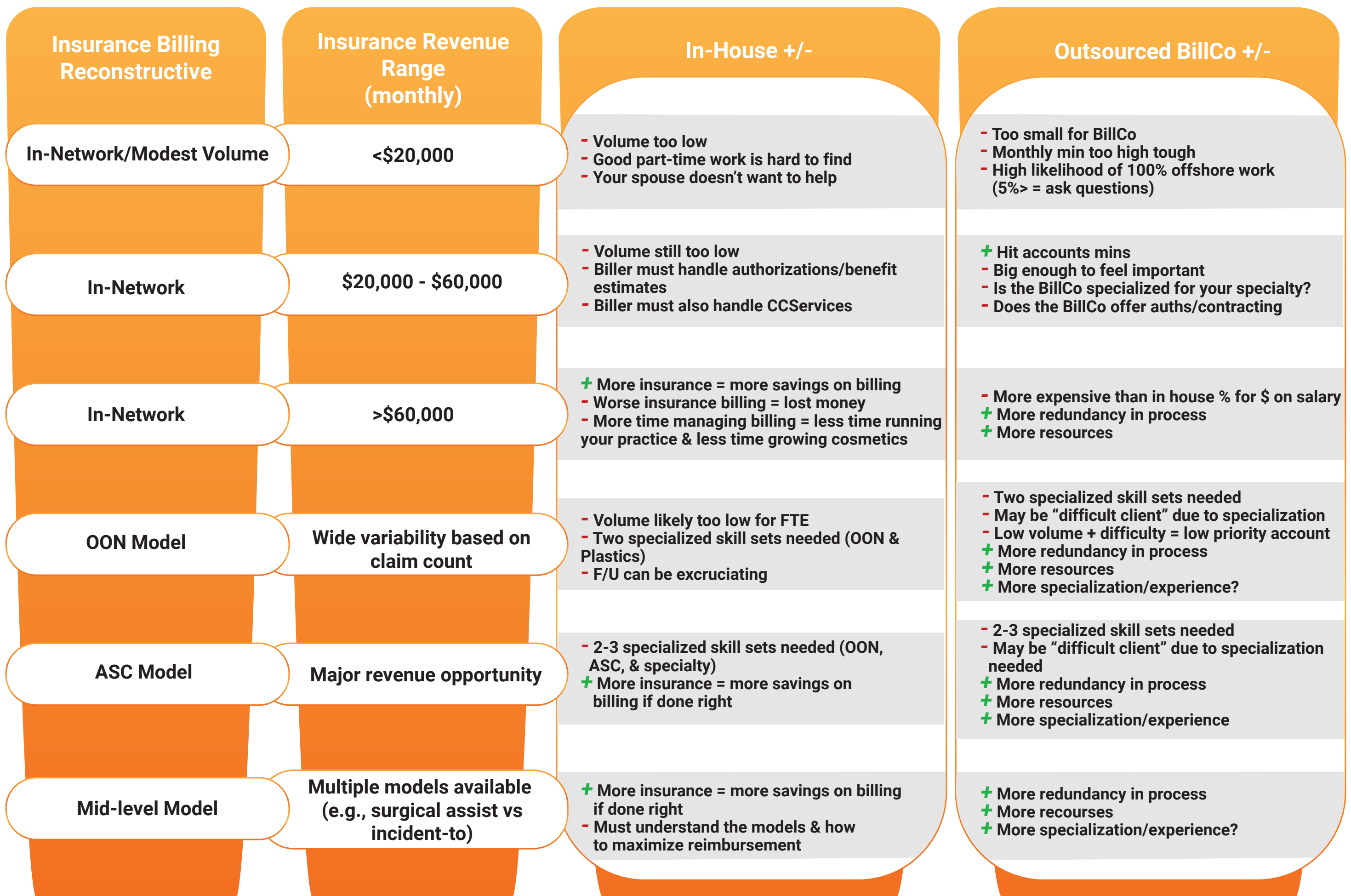
CURRENT STATE

Doctors providing both cosmetic and reconstructive services...

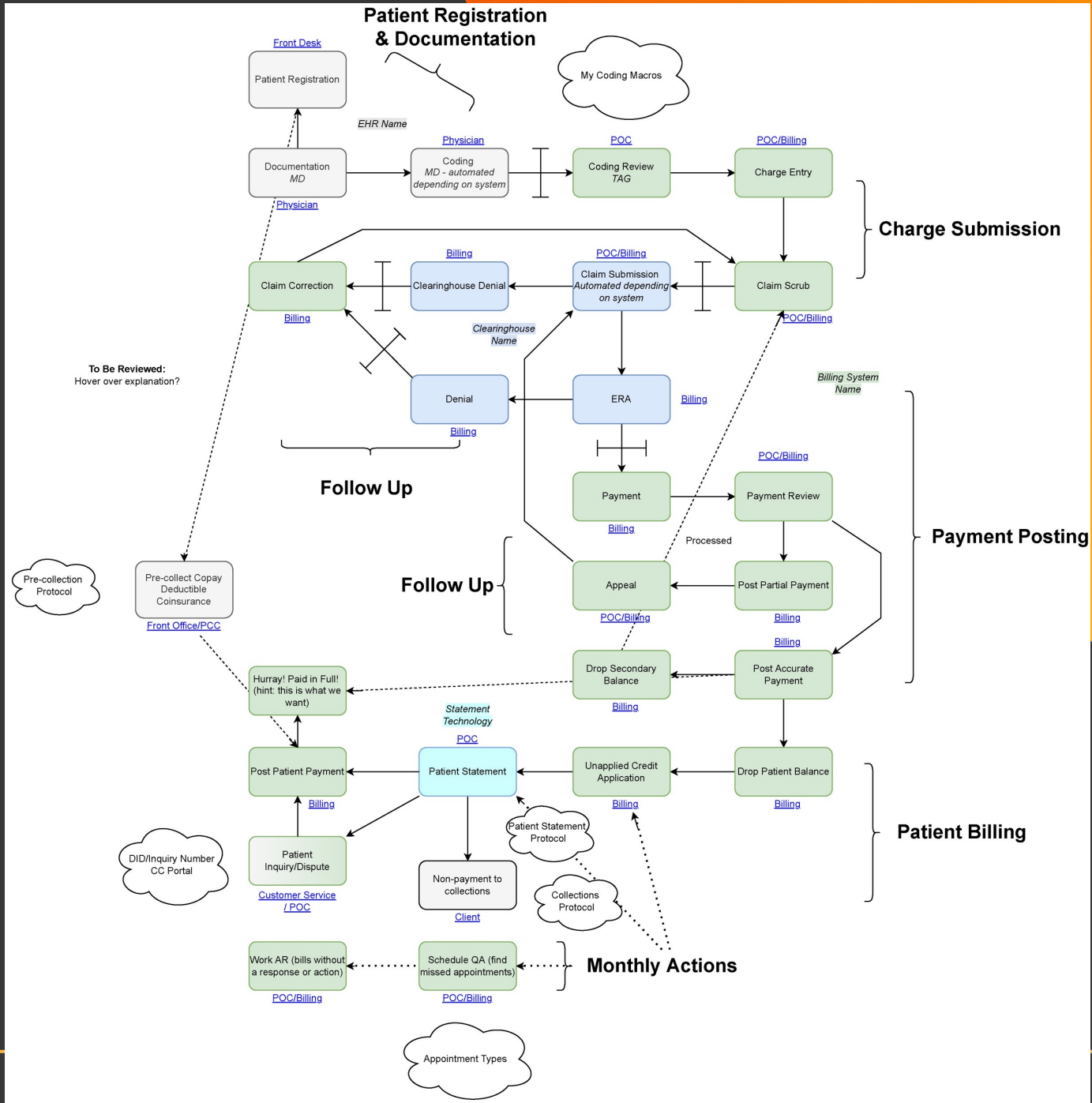
Requires the management of patient's billing journeys

- Many models
- Different Pros and Cons
- Find the right fit for YOUR practice

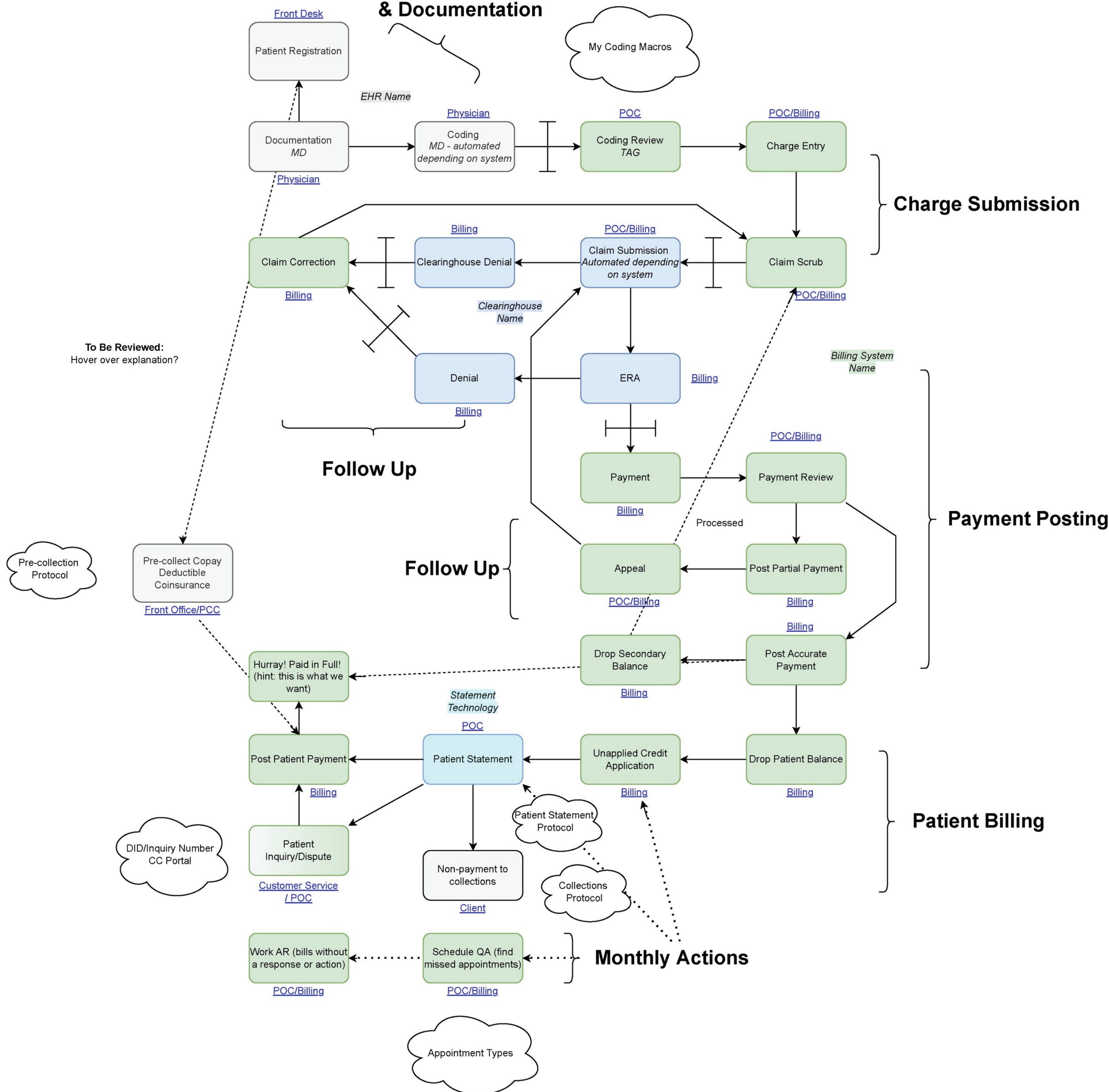
Insurance Billing Reconstructive	Insurance Revenue Range (monthly)	In-House +/-	Outsourced BillCo +/-
In-Network/Modest Volume	<\$20,000	<ul style="list-style-type: none"> - Volume too low - Good part-time work is hard to find - Your spouse doesn't want to help 	<ul style="list-style-type: none"> - Too small for BillCo - Monthly min too high tough - High likelihood of 100% offshore work (5%> = ask questions)
In-Network	\$20,000 - \$60,000	<ul style="list-style-type: none"> - Volume still too low - Biller must handle authorizations/benefit estimates - Biller must also handle CCServices 	<ul style="list-style-type: none"> + Hit accounts mins - Big enough to feel important - Is the BillCo specialized for your specialty? - Does the BillCo offer auths/contracting
In-Network	>\$60,000	<ul style="list-style-type: none"> + More insurance = more savings on billing - Worse insurance billing = lost money - More time managing billing = less time running your practice & less time growing cosmetics 	<ul style="list-style-type: none"> - More expensive than in house % for \$ on salary + More redundancy in process + More resources
OON Model	Wide variability based on claim count	<ul style="list-style-type: none"> - Volume likely too low for FTE - Two specialized skill sets needed (OON & Plastics) - F/U can be excruciating 	<ul style="list-style-type: none"> - Two specialized skill sets needed - May be "difficult client" due to specialization - Low volume + difficulty = low priority account + More redundancy in process + More resources + More specialization/experience?
ASC Model	Major revenue opportunity	<ul style="list-style-type: none"> - 2-3 specialized skill sets needed (OON, ASC, & specialty) + More insurance = more savings on billing if done right 	<ul style="list-style-type: none"> - 2-3 specialized skill sets needed - May be "difficult client" due to specialization needed + More redundancy in process + More resources + More specialization/experience
Mid-level Model	Multiple models available (e.g., surgical assist vs incident-to)	<ul style="list-style-type: none"> + More insurance = more savings on billing if done right - Must understand the models & how to maximize reimbursement 	<ul style="list-style-type: none"> + More redundancy in process + More resources + More specialization/experience?



CAN YOUR SYSTEM & PEOPLE DO ALL THIS?



Patient Registration & Documentation





TRENDS

- Outsourcing is Growing!
 - CAGR of 12.3% from 2021 – 2028 with market size of 10.2 billion estimated at 25.3 billion by 2028
- **Why?**
 - It is time intensive, nuanced, dense and overcomplicated...oh and it is getting worse.
 - There is literally an industry built on making sure doctors get paid appropriately for their work because insurance companies have made the process so convoluted. This is not by accident. It will get worse before it gets better.
 - More complicated = More time = More expense. So hire an expert!
- **Capacity**
 - in house billers can usually handle 800K in receipts. Outsourced teams can handle over 2.5M a year with efficient processes / more resources / more redundancy.

Could You be Saving \$\$\$\$?

www.auctusgroupconsulting.com/calculator

PITFALLS

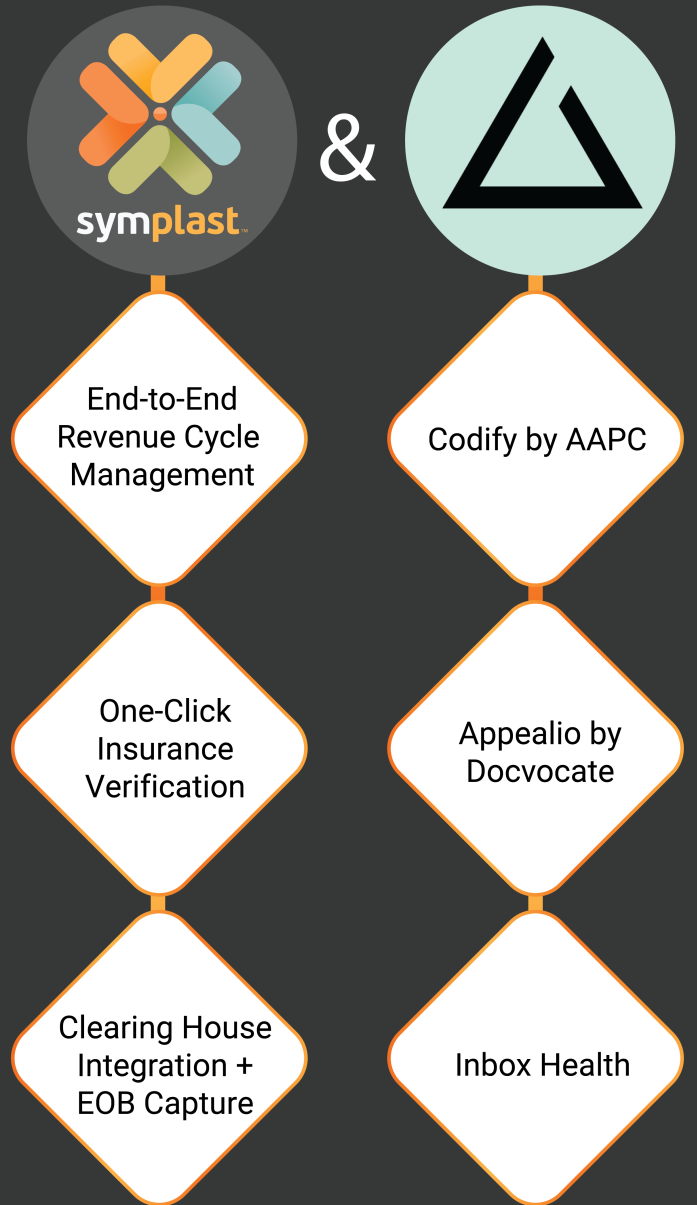
- Missed Charges
 - EXAMPLE: Your aug prospect has that mole on their arm and because the appointment type is COS Consult you miss the bill
 - ***Do you have money to leave on the table?***
- Remittance Issues
 - Checks get lost, Virtual Credit Cards cost you to run, how many portals are you checking to find your EOBs?
 - ***Can you track/allocate/evaluate***
- Managing/Tracking Claims Delays
 - Does your PM/EMR System have the ability to workflow rejections/denials management?
 - ***Bogus denials are becoming MORE common***
- Added Expenses
 -  = 
 - ***If you're paying hourly/salary***

HOW NEW TECHNOLOGY IS PAVING THE WAY FOR CHANGE

- **Eliminate Superbills – Save the 🌲🌴🌳 (or don't – we can do 📜)**
 - ⚙️ **Automate the Charge Capture Process = no more handoff 🖐️ from MD to coder to biller and no more missed charges!**
- **Identify Case Types...automatically – Don't follow the wrong patient journey! 🚶**
 - **Be sure you collect up front from your Cosmetic cases and actually bill your reconstructive cases! Which way is this breast reduction/bleph/rhino going?!**
- **Streamline payment receipt/posting – more electronic = more better!**
 - **Forget waiting for checks to arrive by 🐌 mail and manually posting. Supercharge your payment posting 🚀 with integrated electronic EOBs via Trizetto and ACH payments...oh and integrated patient payments too!**
- **Unified Billing Workflow Tool – Save time and find 🔍 your money faster**
 - **Claims Module allows you to see everything outstanding in one spot. No more printing AR reports. WORK 💪 your AR right in the system.**

SYMPLAST + AUCTUS = VALUE-ADDED SOLUTIONS

- Coding Errors – *Technology tools driving the guesswork out of coding – ditch those expensive books you have to buy every year!*
- Appeals automations - *Automate appeals generation and follow up. Save 50-75% of appeals time.*
- Communicating with Patients – *Drive patient payments with statement engagement platforms. No more snail mail and click-to-pay can increase payments by 30%.*





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End-to-End
Revenue Cycle
Management

Codify by AAPC

One-Click
Insurance
Verification

Appealio by
Docvocate

Clearing House
Integration +
EOB Capture

Inbox Health

TALK TO THE PROS!



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30% off for 6 months*

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**15% off monthly billing rate
and monthly minimums
waived for 6 months***