

e-Blast



**September 2009**

### **Attracting Talent is a Key to Your Success**



The home infusion industry is a niche market with limited experts in the reimbursement arena. Billing and collecting for home infusion/DME and RT services is highly specialized and extremely complicated. Rapid changes we face daily in reimbursement rules and rates from government, commercial and private insurers only add to the complexity. Therefore, attracting talented individuals with industry expertise is paramount to ensuring continued growth and success for your company.

### **Advantage Reimbursement's Recommendations**

Based on ARI's experience in providing reimbursement services to the home care industry for over 14 years we are able to provide you with some recommendations that we find essential to our success in attracting talented employees to our company.

- Location, location, location. You need to consider which city will draw the strongest staffing pool. We are strategically located in a suburb outside of Boston and in between Massachusetts and New Hampshire.
- Strong leadership. Our VP/GM, Jeanne Lugli, has been employed by various homecare companies throughout her 25 year career and has also provided outside consultant reimbursement services nationwide. Jeanne has become well known and respected in the homecare industry. She sets high expectations for herself and expects others to follow her lead.
- Community Involvement and Visibility. We are an active member of NHIA with staff participation on various committees. Additionally, we have served on NHIA panels, and have published articles for both NHIA and ARI partners.
- Networking. Many of our staff members have also been employed by various homecare companies and are well connected within the industry. Through networking we have been able to identify and employ many talented team members.
- Awareness of Mergers and Acquisitions. Our industry continues to experience many mergers and acquisitions which provide us the opportunity to acquire new talent from the pool of individuals who are affected by the change.

An example of our ability to attract talent is our newest Reimbursement Manager, Brenda Gauthier, who comes to us with 18 years of Home Infusion experience on a National level. Brenda has traveled throughout the country working with local and national payers on large and small reimbursement projects. She understands the importance of building solid relationships with payers and through this approach she has produced positive results for reimbursement.

Brenda has extensive knowledge of Home Infusion contracts and headed up a department dedicated to reviewing contracts to maximize reimbursement. Often times this meant meeting the Payer and educating them on the complexity of billing this type of service.

The key to the success for any Health Care Provider is effective Accounts Receivable Management. Brenda has a successful track record for improving collections and decreasing write offs. She designed and authored a Collection Workshop that she has presented to Reimbursement staff throughout the country.

### Quote of the Month

"Though no one can go back and make a brand new start, anyone can start NOW and make a brand new ending." – Carl Bard

### Tip of the Month: Do You Know Your ABC's?



**Not all drug codes start with the same letter. What do the different letters mean?**

#### What is an A-Code?

*A-Codes: relate to emergent and non-emergent transportation services; miscellaneous medical and surgical supplies including dressings, ostomy and urinary supplies, some diabetic and DME supplies; also includes radiopharmaceutical diagnostic agents.*

#### What is a B-Code?

*B-Codes: relate to Enteral and Parenteral Therapy, including codes for supplies, formulae, nutritional solutions and infusion pumps.*

#### What Is a C-Code?

*C-Codes: relate to Temporary codes for use with Outpatient PPS (Prospective Payment System)*

**For additional drug code explanations ARI has developed a useful resource tool. Please refer to: <http://www.advantage-reimbursement.com/referencetools.htm>**

### How Well Do You Know Your Colleagues/Reimbursement Partners?

In the last newsletter you may recall that I spoke about the Wizard of Oz, and the curiosity we all had about who was really behind the curtain. This month we would like to introduce another member of the ARI team. You may find that you have not had any communication with her, however she is a key member of our team. We thought it was important for you to hear about a young lady, soon to become a "Mrs." who works behind the scenes.

### Behind the Curtain: Introducing Brianne Sullivan



Brianne Sullivan has been a member of our reimbursement team for 5 years. As Senior Reimbursement Coordinator she is responsible for cash application and denial management. She began her career as a receptionist and was promoted to an Assistant Reimbursement Coordinator. Brianne showed great promise and was subsequently promoted to a Reimbursement Coordinator. As an "RC" she learned the ins and outs of billing and collections and proved to us that she was ready to take on more responsibility. Brianne was promoted to Senior Reimbursement Coordinator and has proven to be a great asset to the company. Brianne's creative talents were evident when we had a contest to come up with a new company name and logo. Brianne's recommendation received an overwhelming response and

"Advantage Reimbursement" became the name of choice. She was rewarded with New England Patriot tickets.

On a personal note, Brianne will be getting married this October on the cruise ship, "Royal Caribbean". She is "very family oriented" and will be joined on her cruising honeymoon by 26 family members.

When asked about what makes her come to work everyday (always with a smile on her face), she responded "I love what I do. I have worked on 5 different systems and I love to be challenged by the volume of work that comes in as month end." She works very closely with other members of the cash team to help the managers meet deadlines and close their accounts on time. It's "all about the money." "Companies should know where the money is and where it is going." We will miss "Mrs. Chambers" during her upcoming time away from the office, but would like to extend congratulations and wish her the very best of luck.

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