

# URS BILLING SERVICES, LLC

Welcome to our introductory  
newsletter!



Welcome to the URS billing and collections e-newsletter! This is our first newsletter designed to keep subscribers up to date on a variety of important issues impacting today's medical practices. The URS e-newsletter will cover issues such as coding, billing, insurance follow-up,

collections, and recent healthcare legislation. The purpose of this e-newsletter is to inform and alert our clients and healthcare providers.

URS Billing Services, LLC is a professional organization staffed with highly trained personnel with a complete dedication to your practice's ongoing success. Since 1998, the URS team has demonstrated its commitment to more than 50 physicians and medical practices.

## *A Brief Look at the Managing Director of URS Billing Services*

Richard L. Tamburello is a 1976 graduate of American University. He has over 35 years of A/R management experience including healthcare, banking and retail. Richard also offers Management Advisory services (MAS) as well as consultant services.

## Latest Headlines

- *Red Flags Rule*- "requires all creditors and financial institutions that have 'covered accounts' ... to help identify, detect, and respond to patterns, practices or specific activities-known as red flags- that could indicate identity theft." CMIO.net
- *Drinking coffee may reduce the risk of diabetes*- "Caffeine may be largely responsible for this effect", however these studies are unable to be tested on humans. MedicalNewsToday.com

## Features In This Issue:

### Billing



The benefits of an inspired and motivated billing staff.

### Collections



Self-pay collections play an important role to optimizing revenues.

### Coding Corning



Some key clues to full and timely reimbursements.

### Q & A's

E-mail us @  
[info@e-urs.com](mailto:info@e-urs.com)  
for any questions or  
comments!

Find us on: Facebook & Twitter!

## Medical Billing...the benefits of accuracy, timeliness and coding!

### *The Billing Process:*



Most physicians view medical billing as a necessary burden with its numerous calls to insurance companies and patients, large amounts of paperwork, payment posting, filing secondary claims and unrelenting new and confusing legislation. Unfortunately, the future will likely worsen. But when the following are incorporated into the practice's general operating procedures, some stress can be relieved. Keep in mind it all starts at the front desk!

- Correct coding result in cleaner claims, fewer denials and increased revenues
- Correct and timely charge entry improves cash-flow and ensures faster payments
- Prompt payment posting saves valuable time and accelerates cash flow
- Patient Balance follow up optimizes revenues and minimizes investment in A/R
- Insurance follow up increases cash acceleration, optimizes revenues and maintains patient-friendly relationships
- Prompt denial analysis helps to maintain timely insurance filings and prevents unnecessary write-offs

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## Collections



Although sometimes a difficult decision, establishing self-pay collection policies are critical to the overall success of the practice. URS recommends the following guidelines: patient balances greater than \$99.99, 90 days old, and have received 3 or more statements should be assigned to in-house collection personnel or a collection agency. For balances less than \$100.00 and have received 3 statements, place balance due data into the patient's file. Keep in mind, most people pay medical bills last so it is important the front desk personnel effectively communicate amounts due to patients in a polite but meaningful manner.

### Guidelines:

- Carefully review accounts before taking any collection action
- Evaluate collection actions and reputation of collection agency before engaging services
- Establish policies and standards for in-house collection personnel
- Offer Credit Card services to patients

## The Coding Corner

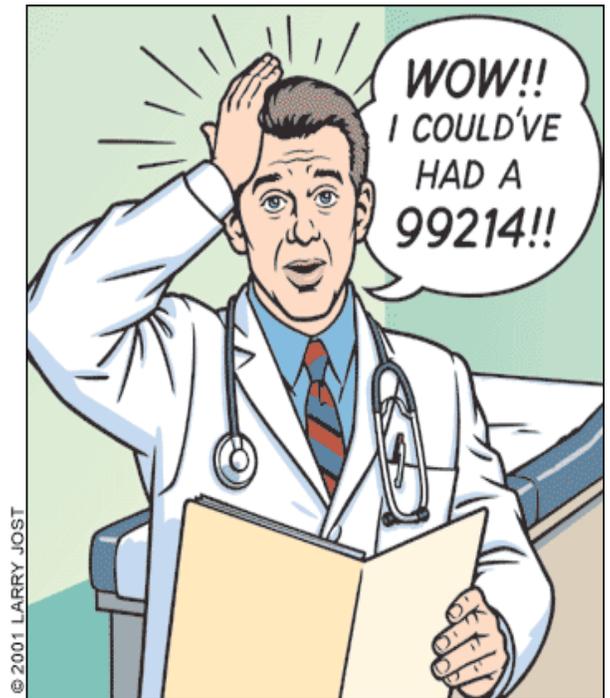
Medical coding is an ever-changing challenge to medical practices. In-house billing personnel should attend coding seminars on a regular basis, many of which are conducted via webinars. This method is effective and efficient by offering participants the opportunity to ask questions as well as save money and time on traveling to seminars.

Several billing services employ professional medical coders; others have professional coders under contract who regularly attend seminars and training sessions resulting in certifications.

The URS staff maintains current coding manuals and attends meetings to keep up to date and aware of correct coding for its clients. This ensures fewer headaches while accelerating insurance and patient payments in a timely manner.

Here are a few websites offering coding seminars to make sure your staff are up to date:

- [Codingconferences.com](http://Codingconferences.com)
- [McVeyseminars.com](http://McVeyseminars.com)



### Q&A

**Q:** *Should I let my medical billing go to another company?*

**A:** Research shows outsourcing, while reducing costs, also allows medical practices to focus on their core competencies, such as providing quality care to their patients.

**Q:** *Isn't it less expensive to bill in-house?*

**A:** When you evaluate the total cost of in-house including salary, benefits, medical insurance, vacation and sick time you are able to evaluate the financial benefits outsourcing offers as well as in-house. Also, billing service fees and client revenues parallel, meaning billing service fees won't cause you to lose money if revenues decrease.

On average, billing companies increase revenues anywhere from 3-10%. URS has increased revenues up to 25%. As with many professional billing services, maximizing revenues is the key objective making it a mutually beneficial arrangement. The practice benefits, as does the billing service.

**Q:** *How do practices measure success? Which are the key ratios?*

**A.** One key ratio used for estimating the number of days it takes, on average, to collect accounts receivables is 'Days in A/R' or DAR. The lower the ratio, the more efficient the billing process is.

Another key ratio is Net Days Revenue Outstanding (NDRO). This ratio measures the number of days net cash is tied up in the practice's A/R.

**Please direct questions, comments or desired topics for future discussion to [info@e-urs.com](mailto:info@e-urs.com)!**