

INSURANCE BILLING: MISSION POSSIBLE

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Kern County Public Health Services Department
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**California Conference of Local Health Officers
Fall Semiannual Meeting
Hyatt Regency Sacramento**

HISTORICALLY

- Many Public Health Services have been provided free of charge



FREE Vaccines and FREE HIV Testing
(20 minute results)

**Free & Anonymous
Rapid HIV &
STD Testing**

CURRENTLY

Health Care Resources



“Ashley wanted to play doctor, but I’m trying to stay out of the health care debate.”



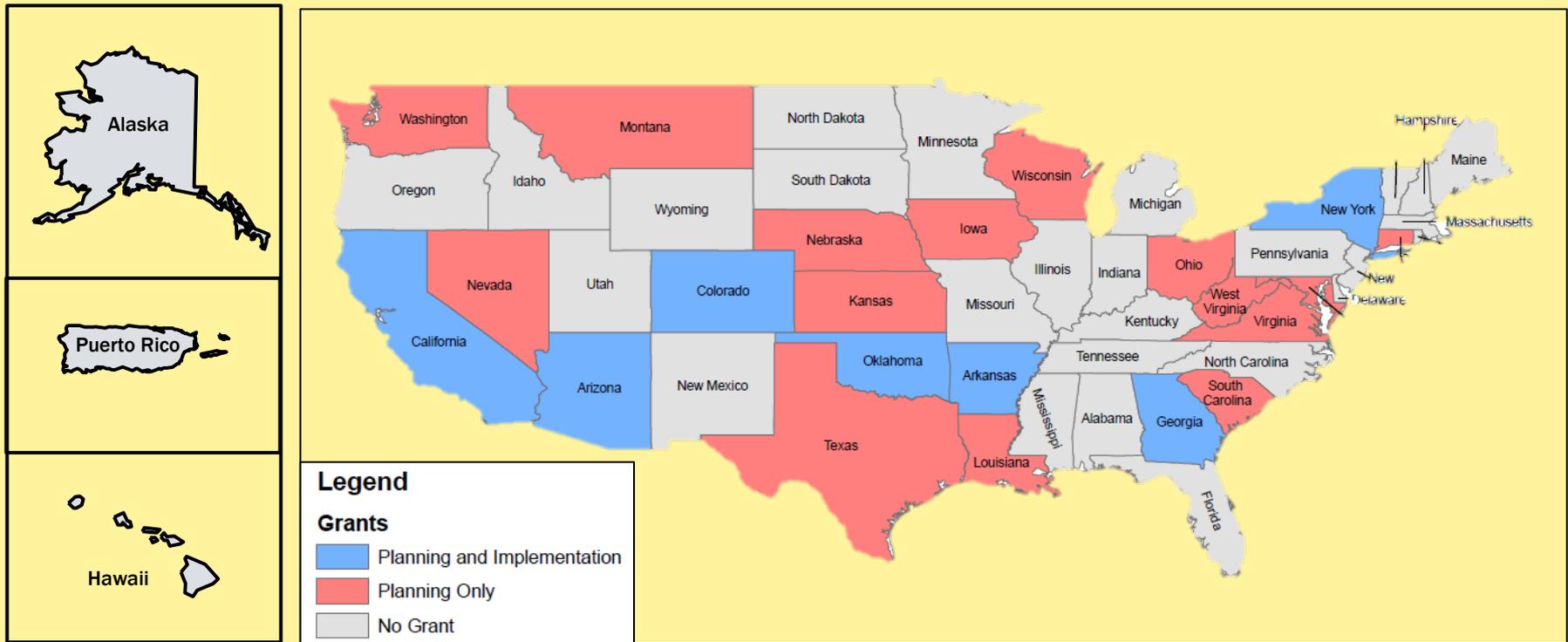
Affordable Care Act

REASONS TO BILL PRIVATE INSURANCE

- Affordable Care Act
- Changes to Immunization 317 funding
- Existing funding source
- Increase revenue
- Improve customer service



CDC-FUNDED PLANNING GRANTS



<http://www.cdc.gov/vaccines/programs/billables-project/resources.html>

PRIOR TO BILLING GRANT



- Only 3% (Including Kern) billed Medicare, Medi-Cal and Private
- 30% billed both Medi-Cal and Medicare;
- 28% of LHJ's were billing Medi-Cal only;
- 8% were billing Medicare only;
- LHD's billed a wide range of services including: immunizations, STD Services, Family Planning and TB.

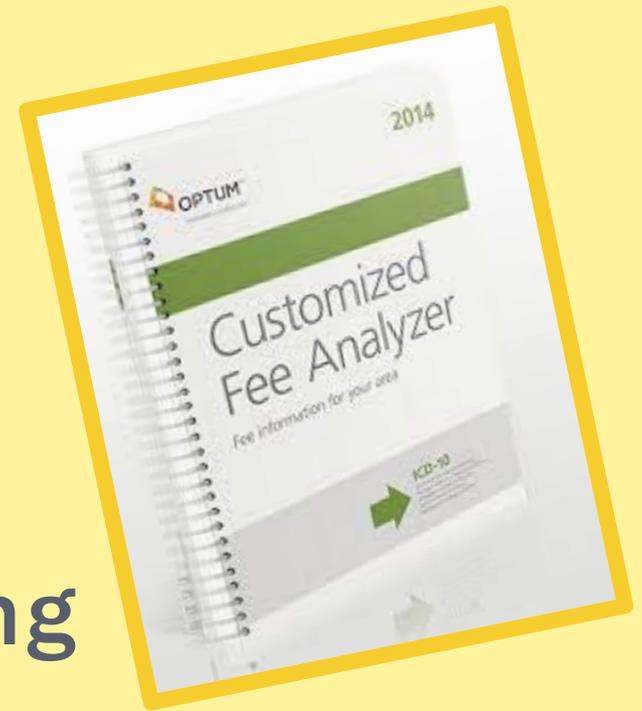
KERN'S PROCESS



- **Updated fee schedule**
- **Initiated private insurance contracts**
- **Provider credentialing**
- **Enhanced insurance verification**
- **Improved coding & medical documentation**
- **Developed better clinic flow and staff placement**

UPDATING FEE SCHEDULES

- Assess costs of service
- Utilize available tools
 - Medicaid & Medicare rates (cms.gov)
 - Optum Fee Analyzer ([1-800-464-3649](tel:1-800-464-3649))
- Sell the idea to Governing Board



SLIDING FEE SCALE

- The Sliding Rules
 - Determine which services need a sliding fee schedule
 - Determine Methodology
 - US Federal Poverty Guidelines



COMPLIANCE

- Can't bill Medi-Cal for a service that is provided free to a non- Medi-Cal patient
- Must ask all patients about insurance
- Must make an effort to bill other 3rd party insurance



INITIATE PRIVATE INSURANCE CONTRACTS

- **Establish mutual benefits**
 - Numbers of subscribers
 - Why they come
 - Why service is crucial, and therefore reimbursable
- **Build a rapport**
 - Document who you talk to and date you phoned
 - Pay attention



PROVIDER CREDENTIALING



- Council for Affordable Quality Healthcare (CAQH)

<https://upd.caqh.org/oas/>

- Nationally recognized
 - Gov't insurance and many private carriers use CAQH
- Maintain regularly

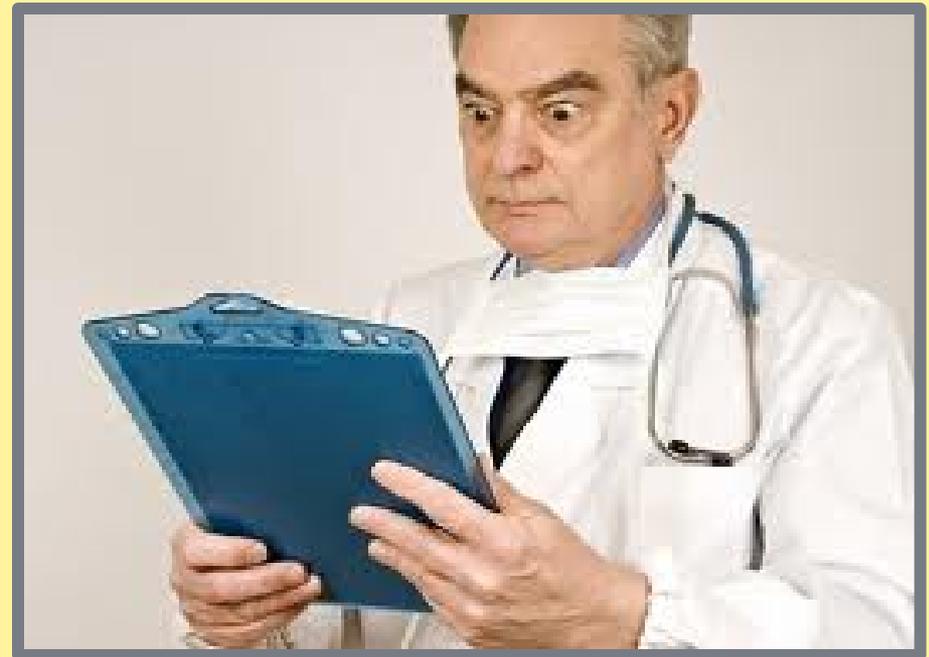
ENHANCED INSURANCE VERIFICATION



- Registration properly trained to ask for cards
- Contact the carrier prior to services to verify benefits
- Accurately record tracking # and name of rep
- Relay coverage benefits to patient

IMPROVING CODING AND DOCUMENTING

- If it isn't documented, it didn't happen!
- Errors occur when documenting is inconsistent, incomplete or illegible.
- Assure all care providers are familiar with current coding requirements



THE TEAM APPROACH



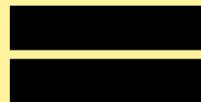
**Registration
Staff**



Clinic Staff



**Billing
Staff**



INITIAL KERN COUNTY RESULTS

■ After hiring an Insurance Specialist:

- Total Revenue increased from \$310,886 (7/09 -12/09) to \$839,913 (1/10 - 6/10)
- Private Ins. Revenue increased from \$5,265 (7/09-12/09) to \$8,836 (1/10-6/10).

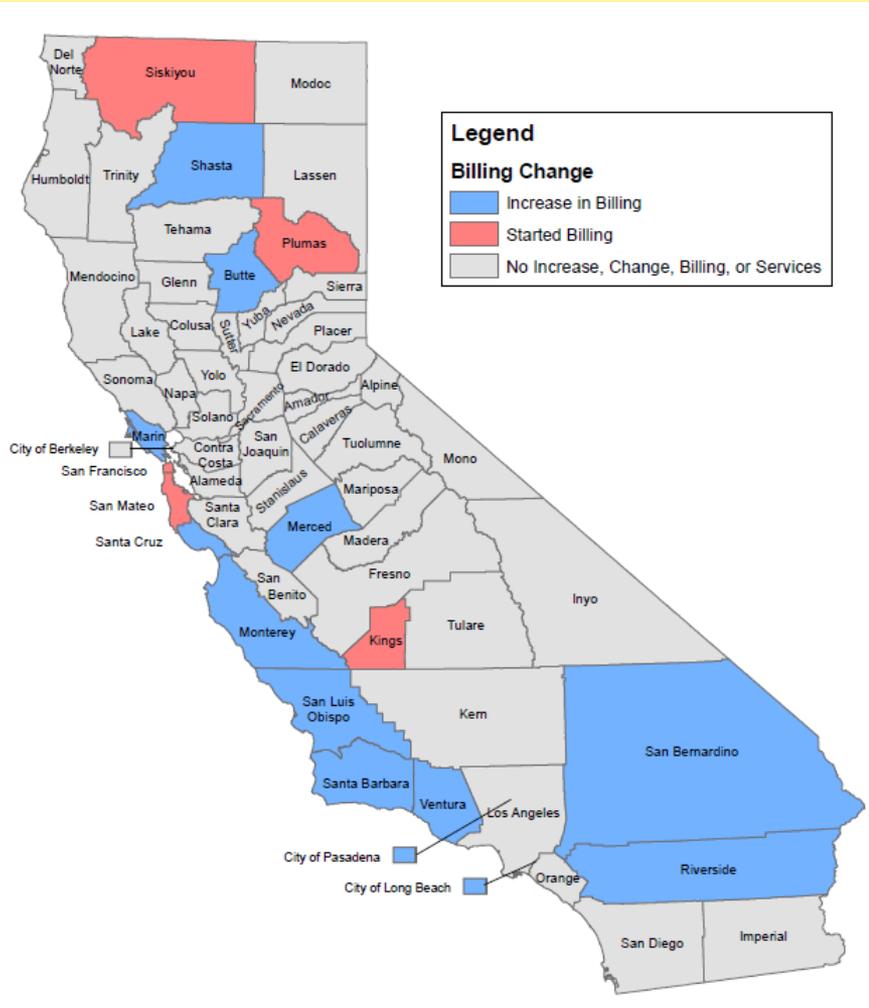


INSURANCE CONTRACTS GAINED

Anthem Blue Cross	• Active billing since 5/1/2012; Includes Medi-Cal Managed Care, Medicare Senior & PPO plans
Blue Shield	• Executed 4/25/2012 • Actively Billing
Cigna	• Currently contracted for immunizations only
HealthEdge Administrators	• County Employee plan; Actively billing
Medi-Cal	• Actively billing since early 1990's
Medicare	• Approved March 2012 retroactive to 6/2011; EDI approved 8/12, Actively billing
SISC	• Approved 5/1/2012; Actively billed through Third Party Administrator, Blue Cross
United Health Care	• Successfully appealed initial rejection; Contract executed 12/2013, Active billing



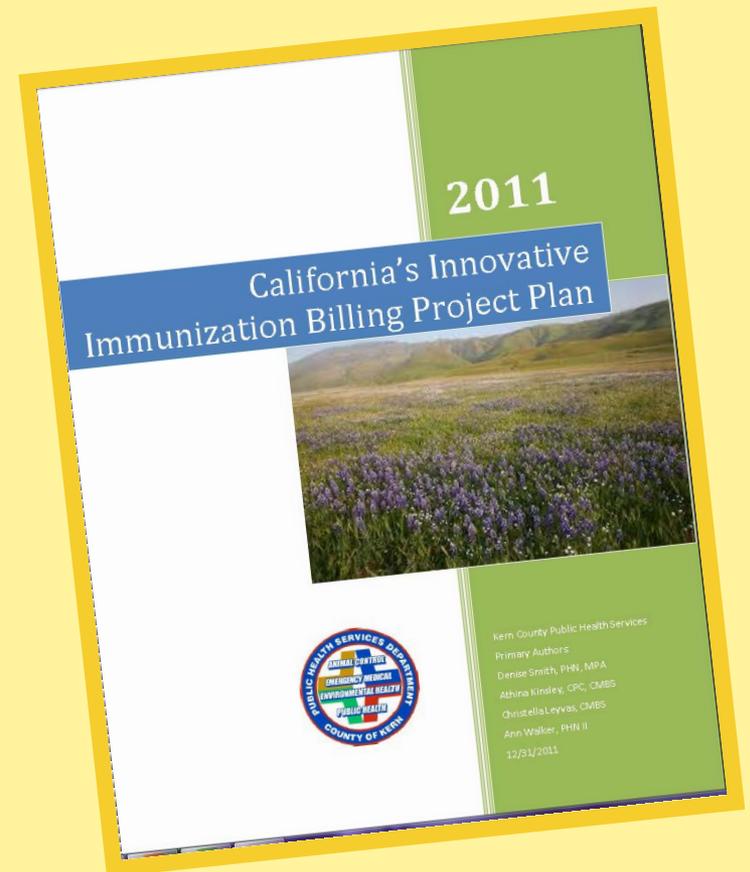
CHANGE IN BILLING 2011 - 2013



As a result of the Project, 17 jurisdictions made positive billing changes

KERN'S BILLING TOOLKIT

- User friendly
- Step-by-step tips
- Get your copy at:
www.kernpublichealth.com
 - Click on “Hot Topic”



IMPLEMENTATION IN CA JURISDICTIONS

- Six CA counties selected to participate
- On-site training with each site
- Help-line for post-training consults
- Billing workgroup for the counties
- Webinar training

Humboldt
(pop. 134,827)

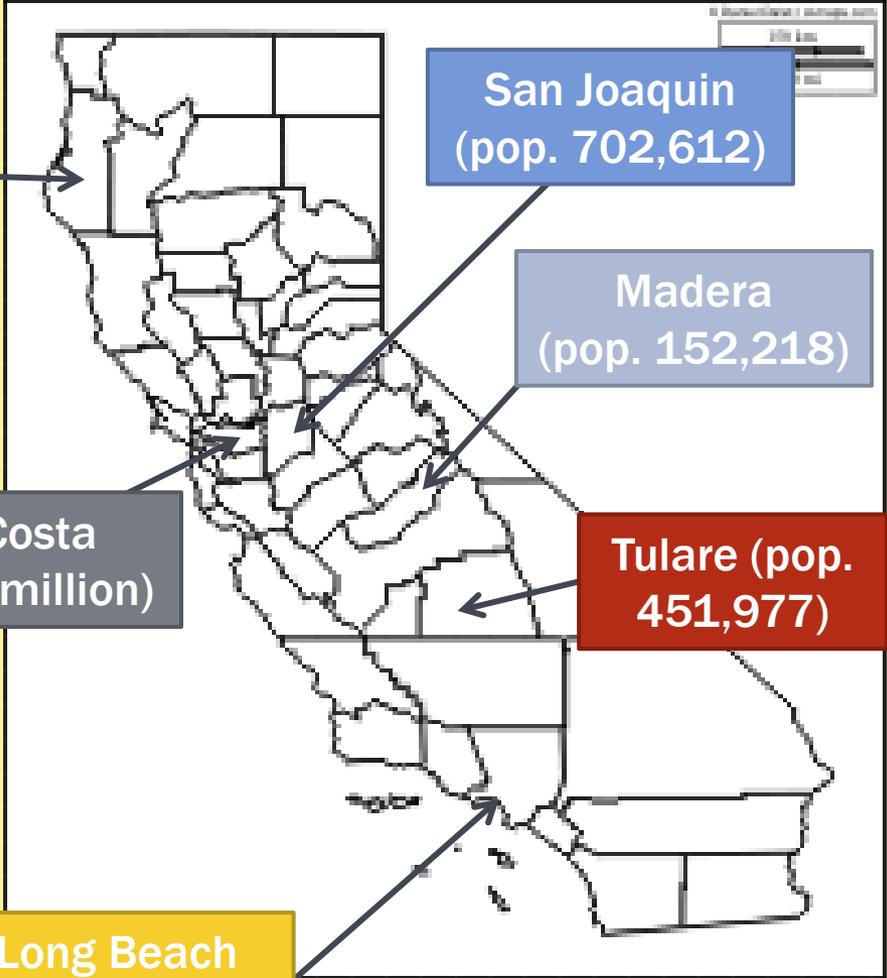
San Joaquin
(pop. 702,612)

Madera
(pop. 152,218)

Contra Costa
(pop. 1.08 million)

Tulare (pop. 451,977)

Long Beach
(pop. 467,892)

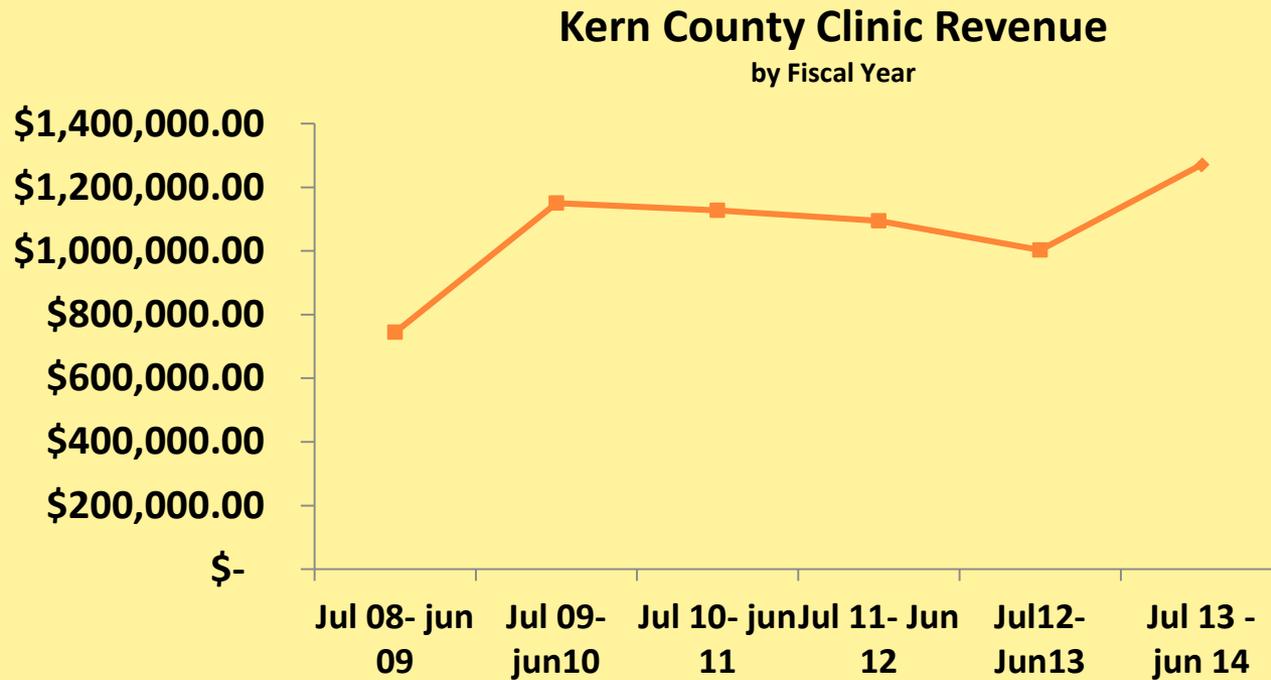


ONGOING SUCCESS IN KERN COUNTY



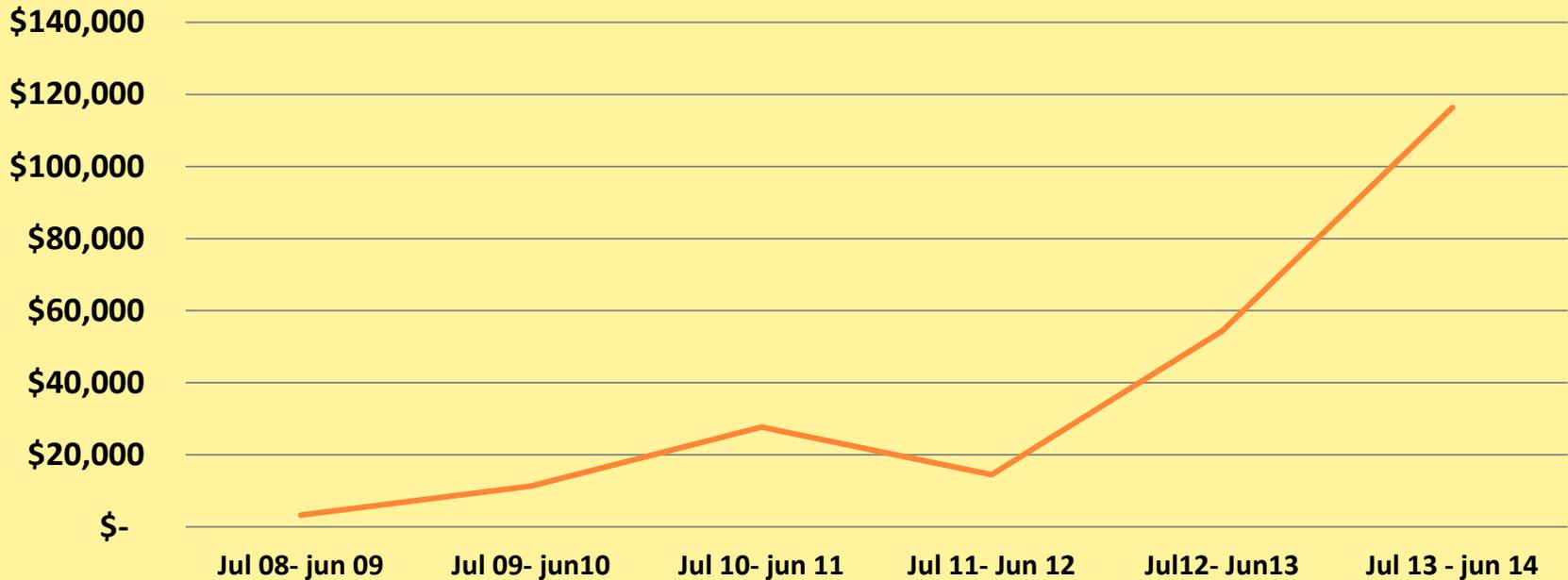
- Changed the way we approach our fee schedule
 - Updated quarterly without going to our Board
- Multiple Contracts are attracting more clients
- Improved billing process resulting in consistently increased revenue

ONGOING SUCCESS IN KERN (CONT.)



PRIVATE INSURANCE REIMBURSEMENT

Private Insurance Reimbursement
by Fiscal Year



COMPONENTS OF A SUCCESSFUL BILLING SYSTEM

- Use a team approach
- Training: Make sure everyone knows the policies, procedures, and resources
- Acknowledge success and work together to correct errors



KNOW THE LANDSCAPE

- What services do we want to provide?
- What does our community need?
- What is the insurance mix in our community?
- What are the major private insurances?

Who are the people in *your* neighborhood?



MISSION: POSSIBLE

**Your Mission,
should you
choose to accept
it...**



- **Update fee schedule**
- **Initiate private insurance contracts**
- **Complete Provider credentialing**
- **Enhance insurance verification**
- **Improve coding & medical documentation**
- **Develop clinic flow and staff placement**

THANKS AND APPRECIATION

Timi Granados, Administrative Coordinator

Kimberly Hernandez, Epidemiologist

Denise Smith, PHN, MPA, Director of Disease Control

QUESTIONS

