



www.healthcareinc.com

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HCI Redesigns Websites and Adds Features

HCI is excited to announce that we have redesigned our websites. Both websites received upgrades cosmetically and in functionality. We are eager for everyone to visit them and provide us with your feedback.

The first website that received the overhaul was our main website, found at www.healthcareinc.com. This informational website is easy to navigate and is packed with important content about the services we offer, collection tips, and recent news. Of course it provides a quick and easy page to contact us, but the newest feature of this website is the Client Access Portal, located in the upper right corner.

The Client Access Portal is the secured addition that is limited to clients that have registered with HCI and have obtained a username and password. If you are interested in registering for the portal, simply call or e-mail your customer service representative and we will get you set up too! The Client Access Portal can be used for a variety of purposes, including obtaining account inventories, viewing reports, uploading accounts for collections, and emailing HCI secure files. Your sales representative can train you in

minutes right over the telephone. This powerful addition to our website has already received praise from dozens of clients that worked with us during our testing phase.

The second website to receive an upgrade is our patient payment portal site. It can be found at www.payhci.com. The new site accepts payments via Credit Card or Electronic Check, provides a secure method for patients to send information and also dispute the charges (while providing required information for follow up.) HCI prints this payment website address on every letter mailed out to your patients and we offer a direct link from our main website, in the event that a patient searches for us on the internet. This site serves as a convenience for the patient as they can pay their accounts after hours or without direct personal contact from our staff.

Again, we are eager to hear your feedback about the redesigned sites or any of the articles in this newsletter. Please send your feedback to us at newsletter@healthcareinc.com.

Economy Creates Many Hurdles for Providers

In her article "Challenges for Providers" (Pulse, August 2009), Emily Finstusen states, "Health care provider utilization rates have been on the decline. By the time data had been analyzed and indicated the slowing in utilization, it had already become a problem for many providers." She goes on to say, "Historically, during past recessions, utilization rates had not been tied to economic factors. This is the first time, unemployment and high patient financial responsibility have factored into utilization. These market forces are leading to a shift in health care, namely the need for providers to focus more on their revenue collection from patients." We're sure you agree with her statement, "The phrase 'cash is king' is as relevant as ever for providers. It is now as important as ever to collect self-pay dollars as it is to collect from insurance. The increased

number of uninsured patients, increased co-pays and deductibles, increased consumer resistance to pay and decreased elective services are all impacting the revenue cycle for providers. Providers will have to adapt to the new retail-driven environment in order to remain profitable. There are opportunities for providers to partner with vendors for self-pay and third-party outsourcing, technology, staffing and training in order to help combat the challenging economic environment."

Contact HCI to explore the solutions that we can offer to help overcome these hurdles. Also, if you have a best practices idea or solutions that you would like to share, we would be thrilled to post it on our website as a continued discussion to this article. Email us at newsletter@healthcareinc.com with your ideas or solutions.

Chohon leads AZ Delegation to Capitol Hill

The 5th Annual AAHAM Legislative Day was held in Washington, D.C. in April, 2009. AAHAM stands for the American Association of Healthcare Administrative Management. This year drew 104 association members to the Capitol Hill to advocate for the healthcare profession. Dave Chohon, Healthcare Collections, LLC, Cactus Wren Chapter President of AAHAM, the Arizona Chapter, led the Arizona delegation of 5 members.

The Arizona delegation met with Rep. John Shadegg's office, Paul Edattel, his Legislative Director and then to Senator John McCain's office where they met with Morgan MacDonald, his Legislative Correspondent. We presented four issues designed to cut administrative costs from the Nation's healthcare bill. The issues were; a National Payer ID, standardizing information on insurance cards, requiring payers required to send HIPAA 835 files to have the ability to direct deposit payments, and incorporating a claim-by-claim acknowledgement transaction into HIPAA. In both meetings we asked the congressmen to send a letter to the new DHHS Secretary, Kathleen Sebelius, requesting action on these items. It is estimated that these actions could cut as much as \$30 Billion per year in administrative costs. Both offices agreed and the National AAHAM office drafted a letter which was forwarded to both Edattel and MacDonald for their respective congressmen to sign and send on to Secretary Sebelius. The trip was deemed successful.

Spiek Represents AZ on National Board of Directors

Joe Spiek, Healthcare Collections, LLC, represented the Arizona Collectors Association as a National Director at the ACA International board meeting, held July 13th, 2009 in Las Vegas, NV. ACA International is the national association for the credit and collection industry and their board is comprised of leaders from all the state associations. Joe, one of two directors from Arizona, played a role in shaping the future of ACA International as well as the direction of the entire collection industry. ACA International contributes to the success of its members, the positive reputation of the industry and the health of the economy. The association accomplishes this by being the comprehensive, knowledge-based resource for the collection industry, provides education and training to its members, and promoting the importance, value and integrity of the industry.

"It is a great honor to represent the Arizona Collectors Association and all of its members at the national level. It also didn't hurt that this year's meeting was held in Las Vegas", said Spiek. Healthcare Collections has a long history of service to ACA International, and we continue to be leaders among our peers.

HCI Supports the Healthcare Industry.



If you would like to attend, call us!

Past...



AAHAM Education Seminar - July 22nd, 2009

Attendees: Dave Chohon

Type of Sponsorship: Promotional item give-a-ways to attendees.

Future...

HFMA 2009 Fall Conference - "Making Change Count"

September 9-11th, Hilton El Conquistador in Tucson, AZ.

Visit www.azhfma.org for details.

Our Sales Pitch— We Love Referrals

Referrals are one of the best compliments you can receive from your clients. A referral usually expresses satisfaction in the company's performance, service, and ethics. At HCI, we often receive referrals from our clients when they receive inquiries about the collection agency they are utilizing, but in this newsletter's Sale Pitch section, we would like to take it one step further.

If you feel we are deserving of a new referral and that one or two of your colleagues might benefit from our specialized, healthcare collection services then we would like

"Thank you to all our generous clients that have given us referrals over the past years"

to hear from you. HCI is best suited for multi-physician practices, urgent care facilities, and both rural and valley hospitals in the state of Arizona. In some cases, we can also collect outside the state, so if you have friends, family members, or colleagues outside of Arizona, please provide their information and we will explore those opportunities as well. Simply call or e-mail your customer service rep with your referral and we will do the rest. Again, referrals are greatly appreciated and we would like to thank all those clients that have already provided us with referrals throughout the years!