



THE BRIDGE REPORT A Path to Performance

2013: A Year in Review

2013 was an exciting year for TruBridge. From the announcement of its creation on Jan. 28, 2013 to the additions of the newest services that we provide, TruBridge is moving forward at lightning speed to meet all of our customers' needs. Here is a recap of a few of the big things that have happened last year:

Consulting Services

- Medical Coding Service offered to customers beginning in Sept. 2013.
- There was a 50% growth in Consulting Service engagements from 2012.
- Consulting Services received 4.9 out of 5.0 on Customer Surveys regarding overall satisfaction on Consulting Engagements from our clients.

Managed IT Services

- Managed IT Services is proud to be providing services to numerous sites of which 106 were added this year.

Sales

- Sales Managers are scheduling visits to all current customers and will continue to do so each year.
- Sales has been focused on the newest offerings from TruBridge including Online Bill Pay, Medical Coding Services and ICD-10 training.

Business Services

Insurance Services:

- Online Bill Pay completed testing and is currently available to process patient payments.

Revenue Cycle Management Services:

- Increased client volume by 14 sites.
- Began providing Revenue Cycle Management Services to 1 site using the NextGen EHR.

Private Pay Services:

- Increased client volume by 31 sites.
- Began providing Private Pay Services to 2 sites using the Meditech EHR.

Issue 1 2014

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2014 Save the Date

Feb. 23-27

HIMSS, Booth 6865, Orlando, FL

Apr. 14-18

2014 CPSI National Conference,
Sandestin, FL

Jun. 22-25

HFMA, Booth 1845, Las Vegas, NV

Contact Us

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What's New? **Medical Records Coding Service**

We recognize that many of our clients have the daunting task of finding and retaining coding staff. With the upcoming implementation of the ICD-10 Coding Initiative, the lack of coding experience in the current workforce and increases in employee turnover, overcoming these obstacles can sometimes be more than a facility can handle. TruBridge is now offering Medical Coding Services.

TruBridge can help you gain improved control over your revenue cycle by offering consistent and reliable medical coding to ensure timely filing of insurance claims which will then result in accurate and dependable payments. The proven features and benefits of our services include:

- Simple billing with set monthly rates
- ICD-10 Certified Coding staff
- The medical coding of all patient encounters
- Charging for Observation and Emergency Dept
- Provide hospital management with quarterly QA reporting from an outside 3rd party vendor

Join the conversation



"There are risks and costs to a program of action--but they are far less than the long range cost of comfortable inaction."

— John F. Kennedy

Business Services



The Importance of Proper Registration

Jim Peters, Private Pay Services Manager

The registration process is the beginning of the revenue cycle and can have serious implications on your hospital's success. Your registration staff must be correctly trained and properly overseen to ensure the effects are positive. The key areas of registration to focus on are Insurance Eligibility and Patient Demographics.

- Insurance Eligibility – Every patient who registers as insured should have their eligibility verified before the service is performed, when non emergent. Verifying a patient's eligibility at the time of registration will provide the co-pay and deductible amounts that can then be collected up front. Payments should be made convenient for patients by accepting not only cash and checks, but also offering credit card payments. Claims on ineligible patients will have a negative impact on the revenue cycle, as it may take up to 90 days to receive rejections from payers. Customers using TruBridge's Insurance Verification Service will receive eligibility edits during the billing process, if it is not done at the time of registration. It is also beneficial to check private pay patients for Medicaid eligibility.
- Patient Demographics – Accurate entry of patient demographics is paramount to the collections process. Incorrect addresses and phone numbers decrease the odds of collecting on the account. Patients should be asked to provide demographic information (driver's license, insurance card, etc.) during registration rather than only being asked to provide this information verbally. Census edits are available for the census fields to ensure the registration staff is entering the information in all required fields.



Denied! Denied! Denied!

Danielle Patrick, Revenue Cycle Management Services Manager

It's no secret that Denial Management is an integral step of the revenue cycle process. TruBridge recommends trending denials on a regular basis and holding interdepartmental denial management meetings as a mechanism for creating an effective process with the ultimate goal of reducing insurance denials.

Collecting information is the first step in trending denials and should be done on a regular basis – weekly, monthly, or quarterly, depending on your facility. The information used to trend denials should include the payer, denial and the reason for the denial. TruBridge has found it helpful to categorize like denials into groups, such as, medical necessity, eligibility and timely filing, to make the denials easier to manage.

The second step in this process is to use the data collected in the trending process. The most effective way to do this is by holding regular interdepartmental denial management meetings. These meetings should include staff from both financial and clinical departments. Individual denials should be reviewed to determine what, if anything, could have been done to prevent the denial. Examples include: admitting a patient as an inpatient that did not meet the criteria for an inpatient; not obtaining a required pre-authorization; or failing to check eligibility at registration. Procedural changes should be reviewed in future meetings to identify whether the changes resulted in fewer denials.

Lastly, TruBridge recommends creating item numbers specific to denials that resulted in adjusted AR. For example, create an item number for timely filing or missing pre-authorizations that cannot be recouped from the payer. Doing so will allow easy tracking of revenue lost due to denied insurance claims.

Managed IT Services



Are Mobile Devices Managing You?

Marty Toland, Solutions Architect

One only has to travel through a busy airport or enjoy dinner in a restaurant to see that the explosion of mobile technology has infiltrated virtually every aspect of our personal and business lives. Laptops and smartphones have long been a staple in the industry, but more recently technologies that originated in the retail marketplace, such as iPhones and Android devices, have rapidly proliferated themselves into the business world. This “Consumerization of IT” is driving the Bring Your Own Device (BYOD) revolution that is shaking up the mobile device management world.

The case can be made that converging one’s professional life with a personally owned device has productivity benefits, including the potential for better patient care. Furthermore, employees are happier as they are able to choose technologies that suit their tastes rather than having to use devices outside of the workplace that someone else has pushed upon them. This trend has forced IT professionals to rethink their technology strategies and place more significance on effectively managing mobile devices than ever before. Regardless of ownership, sensitive information contained on these tools is a key concern.

The BYOD explosion in healthcare means there are more devices accessing patient data more frequently, resulting in higher risks of inappropriate disclosure. HIPAA and Meaningful Use requirements necessitate that hospitals take prudent measures to secure EPHI in order to avoid potential patient privacy breach consequences. Unfortunately, statistics indicated that only a small percentage of community and rural hospitals have implemented a comprehensive mobile device policy. Here are some thoughts that may help you formulate an effective strategy:

Understand your environment. Mobile devices include laptops, smartphones and tablets among other technologies. What devices are currently being utilized and how do they access hospital resources? What security measures, if any, have been implemented to protect the confidentiality, integrity and availability of information contained on these devices.

Document your policy. What is your facility’s stance regarding the use of these devices outside of the workplace? A clearly defined policy should be created to ensure there is no confusion about proper mobile device use. Take into account the surrounding compliance, laws and regulations that affect your facility.

Consider embracing BYOD. More than 75% of employees are already using their personal device for work related activities. If personal devices are permitted for business use at your hospital, you must define the parameters under which it is acceptable.

Communicate responsibility and accountability. Employees must understand how and what mobile technologies are to be used, and when. They must also know their role in protecting those assets and what to do if a device is lost or stolen.

Evaluate your network. It is important to ensure reliable network access across Wired, Wireless, VPN and WAN infrastructures.

Think common sense security. Utilize encryption to protect data from unauthorized access and meet the safe harbor requirements provided in HIPAA Breach regulation. Consider technologies such as desktop virtualization or VDI to maintain better control of the data at risk.

Take access control seriously. Understand who is accessing your hospital data remotely. The IT department must have tools that allow full visibility into who is accessing the network and from what device.

Our workplace is becoming more flexible as technology convergence continues to impact our lives. Employees now expect to work differently than a single generation ago and it has never been more critical to keep our data safe and secure. Are you ready?

For more information regarding Mobile Device Security please contact [TruBridge Managed IT Services](#).

Consulting Services



Clinical Help Desk

Anthony Lee, Professional Consulting Services Coordinator

Today there are more advanced clinical applications in community hospitals than ever before. These applications must be supported to keep patient care and EHR aligned to achieve the best outcomes. TruBridge offers dedicated clinical application help desk resources to users of the CPSI EHR System that go beyond the basics, leveraging our unmatched knowledge of both the application platform itself and the client's specific processes with implementation to deliver the right answers quickly. Highly specialized help desk support can take up a great deal of time and consume valuable staff resources. By teaming with TruBridge, you can get the expert knowledge you need on demand, in a way that makes better use of your IT budget.

The Clinical Help Desk is an extension of your Clinical IT Department. With a direct line of communication, you become familiar with your dedicated representative team. The team provides initial troubleshooting and testing to solve reported issues as quickly as possible. If an issue needs vendor support, we will send a situation to CPSI software support and continue to track all open situations while working with support to resolve these issues thus freeing up your staff to focus on other job responsibilities. This partnership provides greater flexibility and reduced overhead – a win-win for you and your users.

If you are interested in utilizing the TruBridge Clinical Help Desk for your internal support needs, please contact your TruBridge Account Manager.



Are you Ready for Meaningful Use Stage 2?

Julie Dearing, Clinical Consulting Services Manager

Here are just a few tips for your facility with the upcoming Meaningful Use Stage 2 requirements.

Verify that all of your current EHR vendors have certified for Meaningful Use Stage 2.

Some EHR vendors are still in the process of becoming certified for Stage 2. To many people's surprise, some prominent vendors have chosen not to certify for Stage 2. This has had a very significant effect on some of our consulting customers. This could especially impact customers that use a 3rd party ER vendor.

Work to meet more than the required number of menu items.

Some organizations have found that the menu items they felt would be easily met were much more difficult than expected. Plan to meet additional menu items to assure you will be able to attest successfully.

Keep a hardcopy and electronic copy of your reports used for attestation.

Be sure these reports meet the requirements including the reporting date and time as well as stating that it was produced by a certified EHR.

Develop a Meaningful Use Task Force.

This is not an IT project or Financial Project. The task force should represent the stakeholders involved in meeting each objective.

Develop policy and procedure for all processes related to Meaningful Use.

Budget and schedule a Security Risk Assessment to be completed annually.

For more tips on Meaningful Use Stage 2, contact TruBridge Consulting Services.

Employee Kudos



Michele Hand,
DDS, CHTS-CP,
CHTS-IM,
Clinical Consulting

Employee Spotlight

After 25 years of private practice as a dentist, I was able to retire from patient care and transition into the world of consulting. I draw from my experience as a clinician every day while working as a TruBridge Clinical Consultant. Working closely with providers, I am able to develop a rapport with them as a peer as I understand the pressure and workflow that add daily stresses. Bringing a high level of patience to each engagement helps me to maintain a positive attitude. I value the relationships I develop with both staff and providers. Taking all of the individual pieces of the project and having them fall into place is very rewarding for both my customers and myself.

I work hard to lead my projects to successful completion and provide sites with the tools and skills to sustain the success that we have reached. I am a proud member of the Clinical Consulting team at TruBridge!



Rob Ladner
Senior Sales Manager,
Sales

"I have been remiss in not emailing you sooner about Rob, to tell you how great it is to work with him. Our facility has worked with Rob for a good many years. He is very knowledgeable about the multitude of services TruBridge offers and how they could benefit our hospital. I appreciate that he knows our facility well enough to offer suggestions as to how we can operate more efficiently and effectively. He personifies excellent customer service, and more importantly to me, I know Rob is a person of integrity and trustworthiness. I have worked with many, many fine people at TruBridge in the last 20 years, and our hospital has been fortunate that Rob has been one of the best.."

Ann Hester

Patient Financial Services Director, Excelsior Springs Hospital, Excelsior Springs, MO



Jennifer DeGeer
Support
Representative,
Private Pay Services

In an email correspondence regarding Private Pay Services daily work, Jennifer was told, "I really appreciate your work on this for CQCH. You are THE BEST rep. we have ever had... (and later in the same email) Again, I really appreciate you."

Rose Millspaugh

Copper Queen Community Hospital, Bisbee, AZ



Vanessa Brewer
Billing Supervisor,
Revenue Cycle
Management Services

After working on Medicare Bad Debt files for an audit, the facility wanted to mention to Vanessa's supervisor "Just wanted to let you know that we so appreciate Vanessa's hard work on these claims... She's really a great part of our team."

Lora Self

Business Office Supervisor, McBride Orthopedic Hospital, Oklahoma City, OK



Ready, Set, ICD-10!

Ryan Harkins, Insurance Services Implementation Manager

The time to prepare for ICD-10 is now. Just as we did for the industry's transition to the 5010 data set, TruBridge will perform all payer-required testing for full Insurance Services and Revenue Cycle Management Services customers, thus ensuring there are no delays in the transition to ICD-10. Insurance Services customers are those customers that use TruBridge as their sole clearinghouse for all electronic claim submissions. If a facility submits direct to any payer or through any clearinghouse other than TruBridge, they will need to test those payers. In order to become ICD-10 compliant, each facility will need to be on v1900 and utilize the new Medical Record Grouper. CPSI Financial Support can assist in the utilization of the new Medical Record Grouper screens and associated security settings. Please visit our ICD-10 webpage inside the User's Area of the TruBridge website for additional information; included are an ICD-10 Payer Testing Status document and ICD-10 test file documentation.

Service Spotlight

TruBridge Service - Interim Director Services

Finding quality people to be a part of a leadership team can be a tough task. TruBridge is excited to offer, another service, to fulfill the ever-changing needs of hospitals in the Rural and Community market. TruBridge has the expertise to fill gaps in hospital staff; whether you have staff that is retiring, moving on in their career, or you are ready to take a step forward and add a leader to take on a critical role in your hospital for the first time. Some of our services include, Interim Business Office Directors, IT Directors, and Clinical IT Directors. Meaningful Use Incentive requirements and other regulatory factors are bringing lots of changes to healthcare facilities. Our Business Office Directors can help to ensure your facility remains profitable while running smoothly and efficiently. Our IT Directors can help you get through those new security requirements with ease, and our Clinical IT Directors can help bridge that gap between all of the new software requirements and make sure patient care is maintained and staff is trained appropriately.

For more information, contact a TruBridge Account Manager.

Highlights

- Interim Director Services bridge the gaps in Management during transitions.
- Keeps your Business Office profitable while running smoothly.
- Business Office, Clinical and IT Services are offered.



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