

BCE HEALTHCARE ADVISORS

EMAIL MARKETING CAMPAIGN

EMAIL #5 – A NEW ERA OF DOCUMENTATION SCRUTINY

12/12/2012



HAT TRICK
ASSOCIATES

Dear <PERSONALIZED>,

You recently contacted us for information about a potential new clinical documentation program at your hospital or medical facility. There are certainly many reasons why a clinical documentation system is of great potential benefit to your organization, with one of the largest being the increasing levels of scrutiny that your records much undergo for payment.

One of the biggest burdens on the healthcare industry is actually the healthcare industry itself. As the healthcare field advances, conventional paperwork, insufficient security on documents and missing healthcare records have already been considered as the main problems in most medical operations. Lots of clinical details about patients and healthcare services supplied aren't documented properly.

Of course accurate clinical documentation is vital in delivering recommendations, information, and solutions in developing a highly effective medical strategy for your patients. In addition to its effect on clinical outcomes, inaccurate or incomplete documentation - and the amount of paperwork, red tape and the never-ending back and forth with insurance companies and Medicare that it creates - has bankrupted numerous hospitals and damaged even more.

We are in an era where every healthcare dollar spent is heavily scrutinized, and a significant amount of your organization's revenue is at risk. With the high stakes of today's medical world, there is no reason why you wouldn't put into place a denials management system immediately.

If your hospital is experiencing numerous claims rejections, now is the time to start looking at ways to stop the financial bleeding. By adding a denials management system to your already existing billing system, you can ensure that more claims will be satisfied and even those that are denied will be followed up on with solid documentation.

The first step in any billing system really starts with the physician. His or her ability to do the parts of the job that they don't believe to be fundamental to healthcare – i.e. paperwork – is at the core of many of the denials. You can't blame the physicians for not wanting to take part in this paperwork circus, but the work still has to be done.

And more often these days, your physicians' charts and other patient notes are being reviewed by nurses, administrators and other people who don't possess a medical training background of any kind.

This makes it more critical than ever that your Doctors fully explain their thought process behind what they did and why they did it in their documentation. Many individuals with far less understanding and levels of both medical and non-medical education might potentially be reviewing their documentation in the future, and having complete, consistent and accurate records is essential.

A Florida-based company, BCE Healthcare Advisors has worked with over 60 hospitals to get their clinical documentation back into compliance and enable more satisfactory billing outcomes. By utilizing a physician-to-physician coaching system within our CliniNotes™ Program, we teach your physicians how to help your billing department, allowing everyone in the revenue producing stream to bear a certain responsibility for the eventual financial outcome.

An effective denials management system will not only generate more revenue in the short term, but help to increase long-term viability of your facility. Your staff will be happier, knowing that the work they do is billed properly, the patients will be happier, and your accountants will thank you for a long time to come!

If you're interested in a comprehensive and free analysis of your facility, and how much money you are leaving on the table and energy you are wasting, please give us a call today.

<NAME, TITLE>

BCE Healthcare Advisors

Also, to ensure delivery of our emails, please add something@youcompany.com to your address book.