

MedOptima®

Optimizing the Business of Medicine

PHYSICIAN BILLING FOR HOSPITALS

Create a high performance billing engine through outsourcing

Hospitals are acquiring and/or affiliating with medical practices at a rapid clip. But at what cost? These new relationships bring with them a significant new responsibility, physician billing; a new reality, higher overhead costs; and a major challenge, hospital/physician profitability.

The truth is, physician billing is an entirely different animal from hospital billing, with coding and billing nuances and complexities that vary from one specialty to the next. It's costly, too, consuming up to 9% of net revenue at a time when every dollar matters.

Which begs the question, "Do you really want to be in the physician billing business?" If the answer is "no" or "I'm not sure," it's time to explore your options. There are advantages to outsourcing all or part of your physician billing to MedOptima, and in the process create a high performance billing engine for your hospital. Take a look:

- **You get experts in physician revenue cycle management;** medical practice billing, coding, and collections are all we do.
- **You save money.** We charge a small percentage of collections. There are no salary, benefits, training, or information technology-related expenses.
- **You plug revenue leaks.** MedOptima clients typically increase revenue on the same patient volume.
- **You get your money quicker.** We are accurate (99% first pass clean claims) so there's little need for re-filing.
- **You get more data.** We employ the latest financial and data mining software to identify revenue opportunities, threats, and trends. It also supports clinical quality initiatives.
- **You get a motivated partner.** We are so confident in our results that we put performance assurances into our contract.



According to the MGMA, physician billing consumes up to 9% of net revenue. By outsourcing all or part of physician billing to MedOptima, hospitals can generate higher revenue and save as much as 30% on billing costs.

CORPORATE HEADQUARTERS

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Outsourcing your physician billing doesn't have to be an all or none proposition

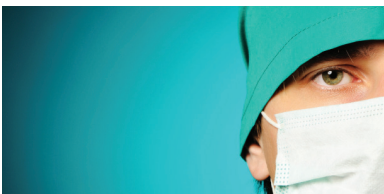
You have options. MedOptima offers a number of approaches for large and small hospitals, including:

- Total outsourcing, including all physician billing (coding, credentialing, claims submission, collections, and financial reporting)
- Outsourcing billing for a specific medical specialty (such as Emergency Medicine)
- Outsourcing targeted billing functions such as accounts receivable management
- Outsourcing payer performance data mining/analysis/ reporting

WHAT'S PHYSICIAN BILLING COSTING YOUR HOSPITAL?

HOSPITAL BILLING	MEDOPTIMA BILLING
FIXED COST	VARIABLE COST
7 to 9% of Net Revenue	2.1% to 6.5% of Net Revenue
Staff Salary & Benefits	Included in fee
Staff Training	Included in fee
Staff Recruiting & Retention	Included in fee
Office Space	Included in fee
IT Hardware & Software	Included in fee
Postage & Mailing	Included in fee

Explore Your Outsourcing Options with MedOptima. Outsourcing physician billing is increasingly attractive to hospitals of all sizes interested in reducing billing costs and generating more revenue from employed or affiliated physicians.



Let's talk. Contact MedOptima President Eric Beier, MD, MBA, today at ebeier@MedOptima.net or 260.969.1950.

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