

# Porteck *Insider*

2015 WINTER EDITION

## **Q: What is Porteck?**

### **A: Healthcare Revenue Cycle Management & Claims Processing**

Founded in 2002, Porteck is a New York based Revenue Cycle Management (RCM) company for healthcare providers. Providing innovative technology solutions combined with the dedication and professionalism of our 650 team employees makes Porteck a leader in healthcare RCM and claims processing.

Our innovative RCM system is designed to maximize revenue while reducing operating expenses and creating an efficient workflow. Our ability to produce software customized for your needs or to integrate our solutions with existing systems is what places Porteck above the competition.

#### **Who Benefits from Porteck?**

Whether located locally in Long Island, Westchester or New York City or anywhere else in the country, Porteck provides service to all levels of healthcare providers, including single-physician and group practices, radiology facilities, specialty practices, DME and HME companies, and hospitals.

Porteck offers full-service and standalone RCM solutions customized to your specific needs. Our state-of-the-art technology platform delivers a highly versatile technology platform that can be formatted to fit the smallest or largest of healthcare providers. We pride ourselves in making sure all healthcare providers will benefit from our services.

## **How to Benefit from Clean Claim and Prompt Pay Laws**

### **KNOWING AND FOLLOWING CLEAN CLAIM AND PROMPT PAY LAWS CAN HAVE A SIGNIFICANT IMPACT ON A PRACTICE'S RECEIVABLES.**

The Clean Claim Law, set forth by Centers for Medicare and Medicaid Services (CMS),

requires payers to respond to a clean claim within a set timeframe. This federal law goes hand-in-hand with the state-enforced Prompt Pay Law, which sets penalties for claims not paid

within the set timeframe. In a few states, the Prompt Pay Law provides no leverage and other states impose a considerable financial penalty on payers who delay payment. Penalties vary from 1% monthly to 18% annually.

In New York, for example, payers are required to pay electronic claims promptly (within 30 days) if a claim is filed electronically and within 45 days if it's mailed. New York allows a 12% annual assessment for unpaid claims.

In 2010, 21 health plans were fined a total of \$716,800 by the New York

State Insurance Department for violating the Prompt Pay law. Among these were Aetna (\$25,100), Affinity (\$154,000), Amerigroup (\$43,500), CIGNA (\$57,750), Guardian (\$2,600), HealthNet (\$13,600), United Health-care (\$159,650) and WellCare (\$9,000).

Practices that have filed a Clean Claim Law violation see their claims paid faster. Keeping a close tab on these laws can result in considerable return; but in order to benefit

from them, your practice must have a medical billing process with an electronic tracking mechanism that can capture, document and report on a handful of factors. These factors include:

- Submission: The system is able to document the date a claim was submitted electronically or, for mailed claims, certified receipt with date stamp.
- Payers' Behavior: The system is able to track payers required to abide by Clean Claim Law (not all payers

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## **Inside This Issue:**

**CLEAN CLAIM AND PROMPT PAY LAWS**  
**PORTECK CARES: ISLAND HARVEST FOOD DRIVE**  
**CLIENT PROFILE: ROSETTA RADIOLOGY**  
**FIVE WAYS TO EFFECTIVELY USE SOCIAL MEDIA**

## How to Benefit from Clean Claim and Prompt Pay Laws

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are subject to the law) and their respective Prompt Pay timeframe.

- Follow-up: The system has a tracking mechanism that stops the clock when the payer requests additional information or documentation and the date your practice responds to the request.
- Adjudication: The system is able document the adjudication date.

Tracking these factors can cut a practice's accounts receivable timeframe, but how can this be executed?

Built in 2004, Porteck's Accounts Receivable Collections System (PARCS) helps practices manage claim denials and follow-up. PARCS is a software-as-a-service (SaaS) technology that helps practices accelerate and increase collections by tracking a wide range of data elements, including those required for Clean Claim submission.



PARCS has a follow-up mechanism that date stamps each process; this lets the end user track each stage of the claim individually and in batches. Furthermore, PARCS has an internal alert system that tracks the time for each claim. Using these features, PARCS can analyze the factors listed above to report patterns and behaviors in payer reimbursement and help practices anticipate adjudication. Through this robust data capture, practices can easily identify payer adherence to the Prompt Pay Law.

You can leverage the Clean Claim Law by performing a trial run of payers who consistently take more time than is allowable to adjudicate a claim. To do this, gather a number of large claims for payers who have gone past the adjudication timeframe, and run the trial on those claims. This will help identify patterns and develop an approach to submitting and monitoring complaints; this will enable you to see the results of your complaints.

### Scrub Your Claims to

### Faster Adjudication

**“ACCELERATE RECEIVABLES BY AVOIDING 10 COMMON MISTAKES,” PORTECK OUTLINES THE TEN MOST COMMON REASONS WHY A CLAIM IS DENIED OR NOT PAID. AMONG THESE ARE COMMON ERRORS SUCH AS DATA INTEGRITY AND LACK OF INFORMATION THAT RESULT IN A DELAY IN THE ADJUDICATION PROCESS OR, WORSE YET, A DENIAL.**

This process can be simplified with the help of a systematic process that scrubs data to ensure a claim is accurate before it is transmitted to the payer; this reduces the need to re-work a claim and can lead to a greater than 90% success rate in a claim adjudicated within the first submission. PARCS, as described in the article above, has three

built-in scrubbers that assure clean claim submission. They include:

- General data scrubbers that enforces data integrity for specified fields and requires required fields to be populated. For example, a data scrubber will require social security numbers be entered in nine digits without dashes or that date of birth be entered in eight digit, two digits for the month, two digits for the date and four digits for the year.
- Coding scrubbers review data(including coding, bundling and procedure information) for compliance with the Correct Coding Initiative and Medicare rules.
- Porteck's rules-based scrubbers that review data input to optimize coding and documentation against the payer's rules to ensure that the claim is clean prior to submission. This system tracks payer rules and changes, and it is automatically updated so it can resolve issues before a claim is transmitted.

Having a system that scrubs claims prior to submission can help practices accelerate the time it takes to get paid.

### Five Ways to Effectively Use and Leverage Social Media

*What Benefit Can Social Media Offer Your Practice?*

Social media lets you leverage technology to communicate immediately in a way that cuts through the limits of geography and traditional paper communication. It allows you to engage multiple segments of your community and control your own brand. Here are five ways you can leverage social media to drive your brand value.

**1. Communicate your brand consistently.** You've worked hard to establish your practice around the principles of high-quality care. This mantra has become your brand, which is why it is important to proclaim it and use social media to tell your stories. Whether you tweet, blog or friend, remember that your goal is to build strong relationships with your audience, and that requires consistent communication. Establish a realistic frequency of communication that fits your schedule.

**2. Engage your reader with great content.** We live in a world where everything is connected, immediate and vying for our attention all the time. Engagement is about reinforcing your brand by connecting with your patients or community segments in a way that brings your brand value into their living room. Exactly what you choose to communicate is important, as many will forward your message to their friends.

**3. Be real.** Social media brings you into your readers' home in ways that other media cannot do. When you post pictures of yourself, your pets or your practice, you invite customers to see your human side. Being real online increases likability and trust.

**4. Build your community or network.** While social media is a great tool to promote your business, its impact stems from your ability to foster a devoted and engaged community of customers. Active listening to your customers' needs and concerns and responding to their questions and criticisms thoughtfully and helpfully, will build community through trust.

**5. Market your practice.** In business, it's about who you know. With the internet making the world a lot smaller, every engagement is a free marketing opportunity for you to make a lasting impression with a prospective patient.

## Is It a Denial or a Rejection?

The difference between a denial and a rejection matters. A claim is considered rejected when it is not clean and therefore not held in the registry. Practices can usually resubmit the entire claim within 12 months. A denied claim, however, is a claim recorded in the registry that can be modified and resubmitted, generally within 12 months. Most insurers have time requirements for resubmitting, while others choose to observe CMS regulations.

The most common reasons claims are denied All insurers have requirements they enforce to ensure only clean claims are adjudicated and paid. Having a handle on the payers' differences can greatly minimize your chances of denials. These are the top 10 reasons claims are denied:

1. Invalid patient information such as ID#, DOB, SSN#, etc.

Make sure to make a copy of the patient's insurance cards (front and back) and ask the patient if there has been any change to their insurance coverage.

When coding, avoid using asterisks (\*) and dashes (-) as many electronic systems do not recognize them.

Verify the patient's demographic information at registration to ensure accuracy and completeness.

2. Eligibility for service: Patient was not eligible for medical coverage. Verify the patient's benefits and eligibility prior to rendering service.

3. Prior authorization was not obtained. Note the prior authorization number when the appointment is scheduled; it is difficult to appeal a claim that was not pre-certified.

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### CLIENT PROFILE:

## ROSETTA RADIOLOGY

In 1949, Norman Simon, MD and Sidney Silverstone, MD, pioneers in radiation oncology, opened a practice for radiation therapy on Fifth Avenue, called Docs at 945 Fifth Avenue. They had the first freestanding, outpatient, Cobalt-60 Radiation Therapy unit in New York City (1953).

Shortly afterwards, the practice added diagnostic imaging to their list of services. Since that time, Rosetta Radiology has grown to be one of the only



Always greeting our patients with smiling faces at Rosetta Radiology

private practice groups on The Upper East Side to offer a full range of diagnostic procedures and radiation oncology treatments using image-guided therapy via a linear accelerator. In the summer of 2008, they moved all of our services from 945 Fifth Avenue to 1421 Third Avenue at 80th Street. Rosetta Radiology now expands 4-levels, encompassing the entire medical building next door to Eli's Foods. While they have expanded their square footage and added new diagnostic services to their practice, they maintain their philosophy of providing personalized care in an industry where attention easily falls by the wayside.

Rosetta Radiology's Board Certified Radiologists and staff provide the following services:

- Diagnostic Imaging
- Women's Imaging
- Radiation Oncology

Patients can be confident that they are in good hands here, because Rosetta Radiology is ACR Accredited. The ACR Accreditation means that the practice has achieved a "Gold Star" rating in the radiology world.

Rosetta Radiology is a practice providing comprehensive care to each of their patients, meaning that patients at Rosetta Radiology have access to every kind of imaging they could need including MRI, MRI Arthrography, CT Scans, Ultrasound (Sonography), Mammography, PET, FNA, Core Biopsy and X-Ray. With our on-site radiologists, patients can receive immediate attention and in many cases, immediate results. Most radiology practices cannot provide this kind of attention to their patients and that is what makes Rosetta Radiology different. Rosetta Radiology provides a caring and courteous environment, while offering the highest quality and state of the art imaging. Patients can expect timely scheduling and short wait times in a safe, clean and secure setting. And every patient will have the opportunity to consult with their interpreting radiologist.

***"We pledge timely reports and outreach to your referring physician when necessary. We welcome and encourage your questions and hope you feel free to discuss the results of your study, processes, testing, or even our equipment."***

For more specific questions, you may reach out to them directly at 212-744-5538. Most major medical insurance plans and No Fault/Worker's Comp accepted.

Rosetta Radiology is located on The Upper East Side of Manhattan, at 1421 Third Avenue New York, NY 10028. Between 80th and 81st Street - Located next to Eli's Foods. Contact them by calling 212-744-5538 FAX: 212-744-4767

**LOOK FOR MORE ACTIVITIES AND PORTECK CARES EVENTS IN OUR SPRING EDITION**

*"People don't care how much you know until they know how much you care"*  
— Theodore Roosevelt

# PORTECK Goes **PINK** in Honor of Breast Cancer Awareness Month



On October 16, as part of Breast Cancer Awareness month, Porteck Revenue Cycle Management located in Jericho hosted a **PINK BAGEL Breakfast**. Employees dressed in their PINK finest and received Breast Cancer Awareness ribbons and water bottles to emphasize how important early detection is. In addition, PINK RIBBON BAGELS were served from Panera Bread Bakery Café. A portion of the proceeds from each of those bagels was donated to help in the fight against breast



## UPCOMING EVENTS AT

# Porteck

## MARCH "SEND SOME LOVE" CLOTHING COLLECTION

### It's Time To Clean Out Those Closets

During the month of March we are asking you to clean out your closets and donate your clean, wearable clothing to our Big Brothers & Sisters Used Clothing Drive. Your gently worn clothing is greatly appreciated by Big Brothers and Sisters and this is a wonderful way to organize your closet and give back to community! Beginning March 2, there will be a plastic tub located in the lobby, so you may begin bringing in your clean gently worn clothing items.

So roll up your sleeves, start cleaning and help Big Brothers & Sisters. Please note all clothing donations must be clean and wearable.

## Is It a Denial or a Rejection?

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4. No referral. Carriers have different lines of business. HMOs require a referral for services not delegated to a PCP.
5. No referring physician information. Some payers track referrals. Be sure to include referring physician and track the payers that require this information.
6. Missing clinical documentation. Be sure to attach clinical notes or provide documentation on the patient.
7. Incorrect use of ICD-9 and CPT.

Be sure the diagnosis code matches the CPT code. Use an up-to-date coding book or trusted online service that is updated regularly

8. Incorrect use of modifiers. Use your coding book to find the correct CPT or HCPCS code. After identifying the correct body system code--and if the necessary code is HCPCS--use a modifier to indicate which side of the body a procedure was performed. Place a modifier containing a letter and number after the original code.

If the necessary code is CPT, choose a two-digit modifier to clarify or change the original procedure. Be sure to double-check coding to avoid excessive billing or a claim denial.

9. Claim is due to accident or worker's compensation. Be sure to obtain all necessary information before the patient is seen. Worker's compensation and/or auto accident claims require a claim number and the adjuster's name. Services generally require pre-certification.
10. Untimely filing.

When submitting a claim electronically, keep a copy of the transmission report. Be sure that it clearly states "submission successful" or "received" in a safe place. When submitting by paper, send the claim certified and keep the tracking receipt in a safe place.

# Caring for Others During the Holiday Season

## *Porteck Donates Over 1000 Pounds of Food to Island Harvest!*

From November 3 to December 1, 2014, the Porteck Revenue Cycle Management Corporation conducted their first Annual Thanksgiving Holiday Food Drive. During this period Porteck employees and their families donated hundreds of non-perishable food items, which will help support the Island Harvest Food Bank. Aer Lingus, partnered with Porteck and also contributed to this worthy cause.

On December 3, representatives from Island Harvest were on hand to not only pick up the overflowing boxes of food items, but to thank Porteck for their dedication to the community and the Island Harvest Food Bank. Porteck's first food drive resulted in 1,000 pounds of food collected!

"Island Harvest is exceptionally grateful for Porteck's generous donation," said Randi Shubin Dresner, president and CEO, Island Harvest Food Bank. "Their efforts will help us provide food to those in need on Long Island."

### ABOUT PORTECK

#### REVENUE CYCLE MANAGEMENT

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Their innovative RCM system is designed to maximize revenue while reducing operating expenses and creating an efficient workflow. Their ability to produce software customized for your needs or to integrate their solutions with existing systems is what places Porteck above the competition.

The Porteck Corporation is located at 300 Jericho Quadrangle, Jericho, NY 11753. Contact their Jericho office at 516.847.8100 or their Manhattan office located at 260 Madison Avenue, 8th Floor, NY, NY by calling 212.203.4370. Visit them on the web at [www.porteck.com](http://www.porteck.com).

### ABOUT ISLAND HARVEST

Island Harvest was created in 1992 by one woman with a cooler, a station wagon, and a strong desire to help people in need. Linda Breitstone, their founder, was infuriated that food from a local convenience store was being thrown away at the end of the day – with



a safe house for women and children down the street. In response, she established Island Harvest and their mission, "to end hunger and reduce food waste on Long Island."

Since those early days, Island Harvest has become Long Island's largest hunger relief organization. Their volunteers and staff now deliver millions of pounds of good, surplus food – much of which might otherwise go to waste – to a network of 570 Long Island-based food pantries, soup kitchens and other non-profit organization that offer feeding services for those in need. By doing this, they provide a vital supply of food to counter the sharply rising problem of hunger here.

By aggressively recruiting more businesses and members of the public to do-

nate food and pioneering innovative distribution methods, they have increased the volume of food we pick up and deliver by 2.5 times since 2002. Since their inception, they have delivered 71 million pounds of food, supplementing close to 66 million meals. Hunger awareness and education have long been a part of their programs, as they develop and strengthen key allies in their community.

In recent years, they have begun to attack hunger in targeted and strategic ways. The most visible example of this is their Weekend Backpack Feeding Program. Piloted in 2006, this initiative provides 35,000+ packs of nutritious food to schoolchildren who rely on school lunches and breakfasts and may not receive solid meals on weekends. To learn more visit [www.islandharvest.org](http://www.islandharvest.org).

# Porteck Revenue Cycle Management Company Hosts AAPI-QLI Meeting at Mint Restaurant



From left to right Matthew Malone, Porteck Vice President of Marketing and Sales, Melodie Kraljev, Porteck COO; Arvind Walia, Porteck founder and CEO; Chandra Amann, Porteck's Account/Implementation Manager and Bill Murphy, Consultant



Over 150 physicians attended the AAPI-QI meeting, which was sponsored by Porteck and held at Mint Restaurant in Garden City

On February 4, 2015 Porteck Revenue Cycle Management Company located in Jericho was honored to sponsor an AAPI-QLI Meeting at Mint Restaurant in Garden City. AAPI-QLI is a forum to facilitate and enable Indian American Physicians to excel in patient care, teaching and research and to pursue their aspirations in professional and community affairs.

The event attracted over 150 physicians in all fields of medicine. Arvind Walia, Porteck's founder and Chief Executive Officer and Melodie Kraljev Porteck's Chief Operating Officer, provided a detailed presentation as to their role in assisting doctors with revenue cycle management. In addition, they explained their new Porteck Cares initiative, which focuses on giving back to the community.

*"It was our honor to be able to sponsor the first AAPI-QLI meeting of 2015 as well as to wish outgoing President Dr. Ajay K. Lodha, MD and the new AAPI-QLI President, Dr. Madhu Korrapati much success in the future," stated Arvind Walia, Porteck CEO.*

