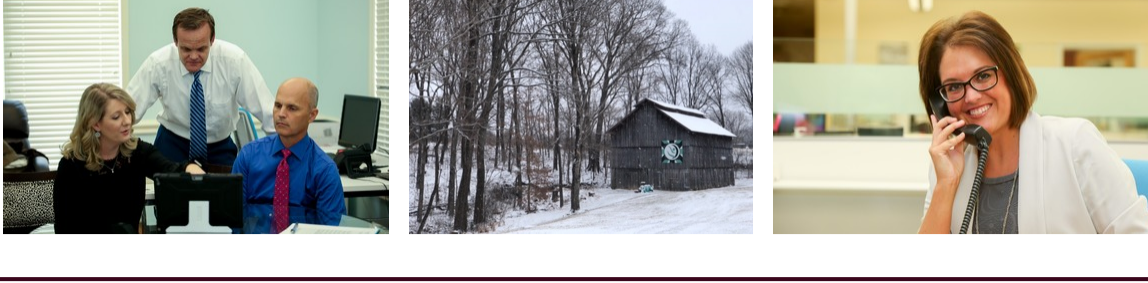


Happy New Year from RBS

RBS Advantage Report - January 2019



Q&A with Dan Moore

[Dan Moore](#)

We are starting off 2019 with a chance for you all to get to know our CEO, Dan Moore, better with a Q&A!

What was your initial goal in starting RBS?

I saw this industry driven by everyone but the doctor/patient. Payers, corporations, and even technology were controlling healthcare decisions more than the patients' needs. I wanted to create a company that allowed physicians to treat patients as they saw fit.

What changes have you seen in the industry in the last 18 years?

It's funny how cyclical things are. We have gone through two cycles of "physician independence." For the first seven years, doctors and practices wanted to run/own their own practices. Then, as reimbursement changes loomed, physicians sold to large groups, consolidators, and hospitals in droves. The term "freestanding" was seldom heard. Now, the pendulum has started back the other direction. Dissatisfaction with economics, bureaucracies, reputation and long hours have prompted physicians to reevaluate models. Hospitals too are questioning the original feasibility of hiring doctors. A great wave of retiring/new doctors are also moving the paradigm.

We've had so much growth at RBS over the years, what's the biggest challenge to keeping our culture intact?

Not losing sight that each client should be treated as if they are our only client. Constantly encouraging our team that the result/transaction is only half of our promise. We want a standing ovation from our clients. At the same time, we continually shift our focus to the ultimate client, the patient receiving care.

What was your first job?

As all good entrepreneurs of my generation, I had a paper route. Crazy to envision, but I rode my bike and hand-delivered a printed version of the paper to my neighbors. From there, my customers asked me to do other things for them. I started a landscaping business and employed several of my school buddies to help.

What do you like to do on a Saturday?

Something active. Maybe go sailing or paddle boarding. Or a trail hike/run. If all else fails, I work on a project around the house. Cut down trees, build something, replace a switch. I love my military discount that I get from Lowe's! If the weather is right, a motorcycle ride is always good.

What one thing do you want to be remembered for?

A good father who, thanks to grace, lived generously.

Favorite ice cream flavor?

I like a chocolate milkshake made from real vanilla scoop ice cream and chocolate syrup.

Favorite band/musician?

Steven Curtis Chapman, Older U2, Wynton Marsalis

We hope you enjoyed learning more about Dan! Interested in joining our team? [Click here](#) to see current openings.



What's Your Next Move?

Are you a cancer center owner who wants to reduce your risk, diversify your wealth, and start planning for your retirement or your next venture? Or perhaps you've always dreamed of building your own cancer center, but you don't want to shoulder the risks alone.

We should talk. RBS Evolution owns and operates cancer centers in joint venture partnerships with physicians, through acquisition or by building de novo cancer centers. Our partnership model allows you to realize value from your most valuable asset, your cancer center, and to share in the future financial success of the center. We can provide capital for expansion or new equipment, so that you can offer state-of-the-art technology to your patients without shouldering the risk by yourself. And our partners have access to our expertise and resources in all areas - including management of staff, financial management, billing and collections, managed care expertise, and more.

Whatever your next step may be, you owe it to yourself to look at all the options. [Contact us](#) today to learn more.

Medicare Enrollment Tips

By Angela Boyd

Whether you are a new or seasoned Medicare provider, initial Medicare enrollment and maintenance are of the utmost importance to your practice. A proactive approach to Medicare enrollment assures compliance with requirements and ultimately, timely payment for services.

All new providers and practices who would like to care for Medicare beneficiaries must complete an enrollment application. The completion, submission and approval of the application can be a lengthy process. However, attention to detail and an understanding of the Medicare requirements will help avoid costly errors, oversights and delays.

- Initially, any group practice must complete a minimum of three applications; to include an 855B, 588 and 460.
- Any physician who will provide services for a group must also submit an 855R application to reassign Medicare benefits to the practice.
- All initial Medicare applications must have an original, wet signature in blue ink.
- Submit all initial applications via US mail.
- Requested corrections to a submitted application are time sensitive. If not returned in the requested timeframe, the application could be returned and result in Medicare deactivation.
- Any changes in ownership need to be reported to Medicare within 30 days of the change.
- Medicare revalidations are due every five years.
- Medicare revalidation due dates can be found by visiting the Medicare Revalidation List lookup tool at <https://data.cms.gov/revalidation>.

Our credentialing team has a successful track record of having applications approved in as little as 30 days. For assistance with your Medicare and other credentialing needs, [contact us](#).



Angela Boyd,
Credentialing Coordinator

"Received excellent customer service from the billing department, very kind and respectful, went above and beyond with billing services and insurance."

- Cancer Patient in Soldotna, Alaska

Upcoming Meetings:

[Association of Cancer Executives \(ACE\)](#)

January 27 - 29

Charleston, SC

[Denise Gerlach](#) will be in booth #18. Come by and say hello!

[Multi-Disciplinary Thoracic Cancers Symposium](#)

March 14-16

San Diego, CA

RBS will be at Table 2! Stop by to see us!



For Your Listening Pleasure!

At RBS, cancer patients come first! We want to reduce the financial anxiety of cancer patients by providing valuable information and education that helps to alleviate their concerns. Join host Josh Ledbetter for our podcast, "Care Connection by RBS." Every month, Josh explores a topic related to the patient financial experience. This month, Josh discusses transportation. For many patients, finding reliable transportation can be a barrier to receiving cancer care. Learn more about the transportation resources available to cancer patients. Be sure to tune in on your favorite podcast app!

Episode 9: [Transportation Resources for Cancer Care](#)

Show notes are now available on our [website](#).

Refer-A-Friend

Connect us with an oncology program that wants to grow! We'll pay a \$10,000 referral bonus for new clients who enter a contract with us for billing services, or a Revenue Navigator program.

For more information contact us at Info@RadiationBusiness.com or call 615-746-1705.

Radiation Business Solutions creates value for oncology programs, while creating a better financial experience for cancer patients. Since 2004, we've provided oncology-specific strategies to physicians and hospital based programs, including total revenue cycle management, patient experience programs, referral optimization services, and new cancer center development.



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