

The Latest News from RBS RBS Advantage Report - November 2018



From L to R: Forrest Moore,
Dan Moore, Pike Moore

5th Generation Electrician

By Dan Moore

From a single residential contractor, to a large commercial union shop, and even retiring from John Deere, my family have been electricians for over 100 years. Recently we were discussing career options for my son when my dad blurted out, "I would rather push wires than send people medical bills!"

My dad has seen our office several times and has seen our values on the door. He's visited the cancer centers that we built and own, and received three versions of "Written In Stone" books containing survivor and family comments. Yet... he truncated my efforts down to "you send people bills."

The question we are asked most often is "so just what does your company do?" In simplest terms, we are patient advocates who reduce the financial stress of oncology patients and providers. One way we accomplish our goal is by billing insurance companies with the patients' interests first and foremost. We, in essence, are the "union negotiators" for 650+ patients every day. With aggressive payer compliance and processes, we collect more from payers, which in turn reduces the amount that patients need to pay.

The national average patient balance for oncology services is around \$4,700. Our approach has reduced the average to \$767 per patient. Shifting the responsibility back to payers helps our patients AND helps reduce the financial stress of our physicians.

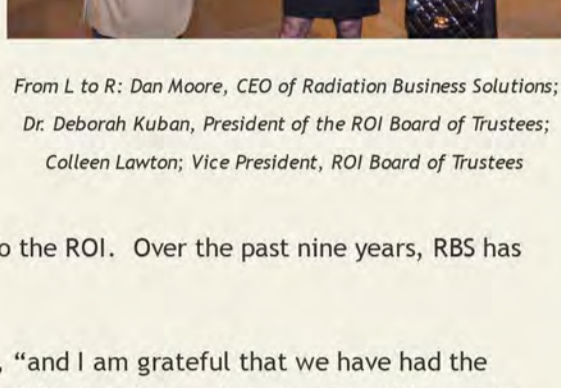
My dad was surprised to learn that we call our patients, who welcome our calls. When we process a patient's final bill we call to let them know that the ROI does not have to be receiving anymore bills; they are overjoyed to learn they will not have to take out a loan! We're not sending people bills, we are reducing their cost of treatment and communicating effectively. After my initial hurt pride, I was actually grateful that my dad pushed my buttons. Next month, I'll share more ways in which we impact oncology patients and providers.

Grateful,

Dan

Dan Moore Honored By Radiation Oncology Institute

During this year's ASTRO annual meeting, Dan Moore and Radiation Business Solutions were recognized for corporate support and contributions made to the Radiation Oncology Institute.



From L to R: Dan Moore, CEO of Radiation Business Solutions;
Dr. Deborah Kuban, President of the ROI Board of Trustees;
Colleen Lawton, Vice President, ROI Board of Trustees

RBS hosts the annual Run for the Future to Benefit the Radiation Oncology Institute, a 5K held on the Monday morning of the ASTRO annual meeting. RBS covers all costs of the event so that 100% of all sponsorships and fees go directly to the ROI. Over the past nine years, RBS has raised over \$250,000 for the ROI.

"I am grateful to the ROI for this honor," says Dan, "and I am grateful that we have had the opportunity to contribute to the good work that the ROI does for our industry. The ROI provides advocacy and scholarship funds that drive our industry towards the future, and we are happy to play a part in that effort."

Along with RBS, Varian and Elekta were also honored for their corporate support of the ROI.



Melissa Barber,
Patient Advocate Manager

CMS Final Rule

By Melissa Barber

As you likely know, the CMS FINAL RULE 2019 has been published. As always, there is much hype and fanfare that seem to come along each July with the Proposed CMS Rules and each November with the Final CMS Rules. Although the largely publicized proposal to restructure the E/M codes was not implemented in the final rule this year, we've prepared a summary of a few, minor changes for radiation oncology.

The estimated overall impact from the 2019 Final CMS Medicare Physician Fee Schedule to physicians practicing in a hospital-based environment and billing professionally is expected to be an increase of 1% on Medicare payments.

The estimated overall impact from the 2019 Final CMS Medicare Physician Fee Schedule to physicians practicing in a free-standing center and billing globally is expected to be a decrease of 2% on Medicare payments.

EVALUATION AND MANAGEMENT OUTCOMES

- For FY2019, E/M reimbursement will not change.
- Changes for E/M service payment are likely to be addressed in FY2021.

REIMBURSEMENT OUTCOMES

- The conversion factor increased from 35.99 to 36.04.
- Treatment delivery codes for IMRT will increase by 1%.
- Treatment delivery codes for EBRT will decrease by 3%.
- There will not be an additional code that can be billed to encompass the work involved in planning and management of superficial cases (77401).

MIPS OUTCOMES

- The MIPS program will continue to contain the same four components as in previous years: Quality, Promoting Interoperability, Improvement Activities and Cost.
- Measure 156 (Radiation Dose Limits to Normal Tissue) will be removed from the Radiation Oncology Measures group. At this time, it appears that the other three measures (102,143,144) will remain alone in the group.
- Low volume threshold for MIPS eligibility will continue to be 200 Medicare Part B individual patients per year.
- For those providers who perform 75% or more of their services in a hospital setting, the Promoting Interoperability exemption will remain.
- There continues to be a push towards and Advanced Payment Model for Radiation Oncology, as CMS sites that "radiation oncology is a promising area of healthcare for bundled payments." We will continue to monitor and inform you on this initiative.

If you have additional questions about how the Final Rules will impact your practice, [contact us](#) for more information.

Meet Hayley!

This month we're introducing Hayley, one of our Patient Advocate Team Leads. Hayley has been with RBS for over a year.

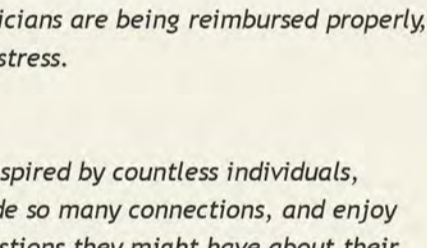
What do you like about working at RBS?
The culture at RBS is phenomenal. The culture cares deeply about every employee, and in turn every employee is truly dedicated to their work. RBS encourages professional growth within each employee, while maintaining a positive work environment. RBS is also actively involved in the community by donating to numerous charities, volunteering time to organizations such as Habitat for Humanity, and hosting team building events for the employees.

What do you do on a typical day?
My main objective each day is to help cancer patients. I work hard on behalf of every patient to ensure that our physicians are being reimbursed properly, and that our patients are not subject to any undue financial stress.

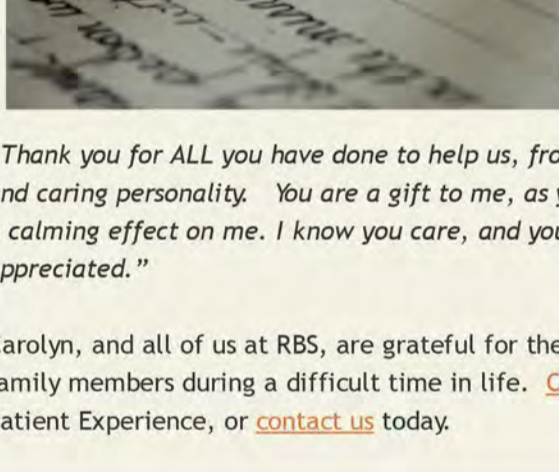
What do you enjoy most about your job?
I love the daily interactions with our patients! I have been inspired by countless individuals, despite the difficult time they are going through. I have made so many connections, and enjoy being someone that a patient can depend on to help any questions they might have about their bills.

What do you like to do in your spare time?
I enjoy spending time with family and friends, spoiling my Great Danes, and tending to my small horse farm.

We are grateful to have Hayley on our team! Interested in joining us? [Click here](#) to see current job openings.



Hayley Campbell,
Patient Advocate Team Lead

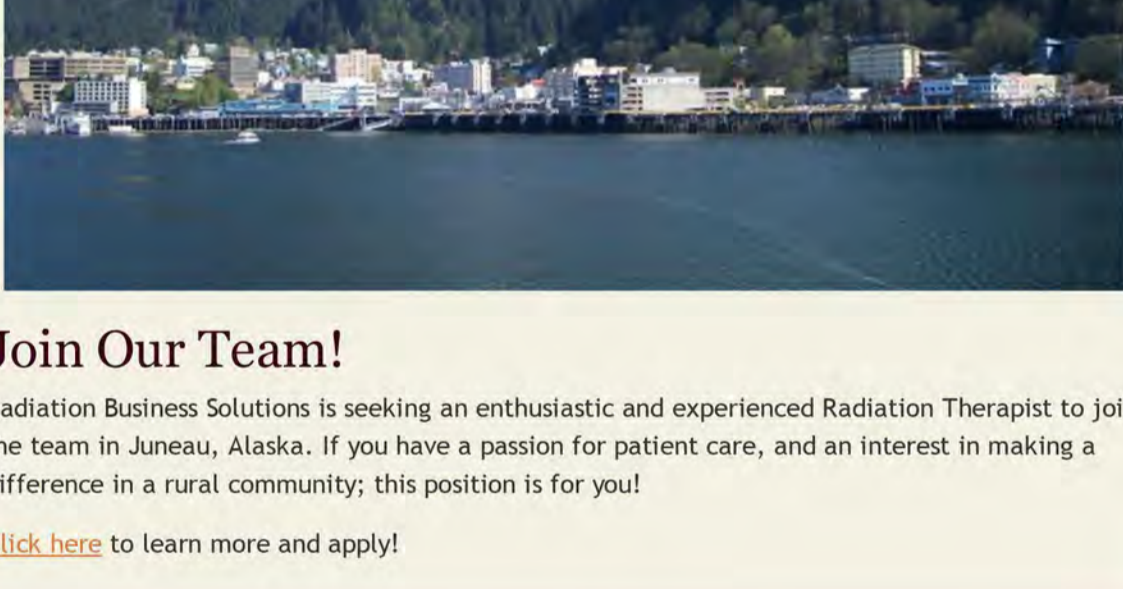


What Our Patients Are Saying!

Here at RBS, we strive to help physicians reduce financial anxiety so that they can focus on improving health. Carolyn White, an RBS Patient Account Liaison, embodies our values. Recently, a patient's sister wrote to express her gratitude for Carolyn's help throughout her sister's treatments:

"Thank you for ALL you have done to help us, from way back to the daily calls and your sincere and caring personality. You are a gift to me, as your attitude, voice, and positive way you act has a calming effect on me. I know you care, and your actions show that. It is so very much appreciated."

Carolyn, and all of us at RBS, are grateful for the opportunity to be of service to patients and family members during a difficult time in life. [Click here](#) to learn more about the RBS Concierge Patient Experience, or [contact us](#) today.



Join Our Team!

Radiation Business Solutions is seeking an enthusiastic and experienced Radiation Therapist to join the team in Juneau, Alaska. If you have a passion for patient care, and an interest in making a difference in a rural community; this position is for you!

[Click here](#) to learn more and apply!

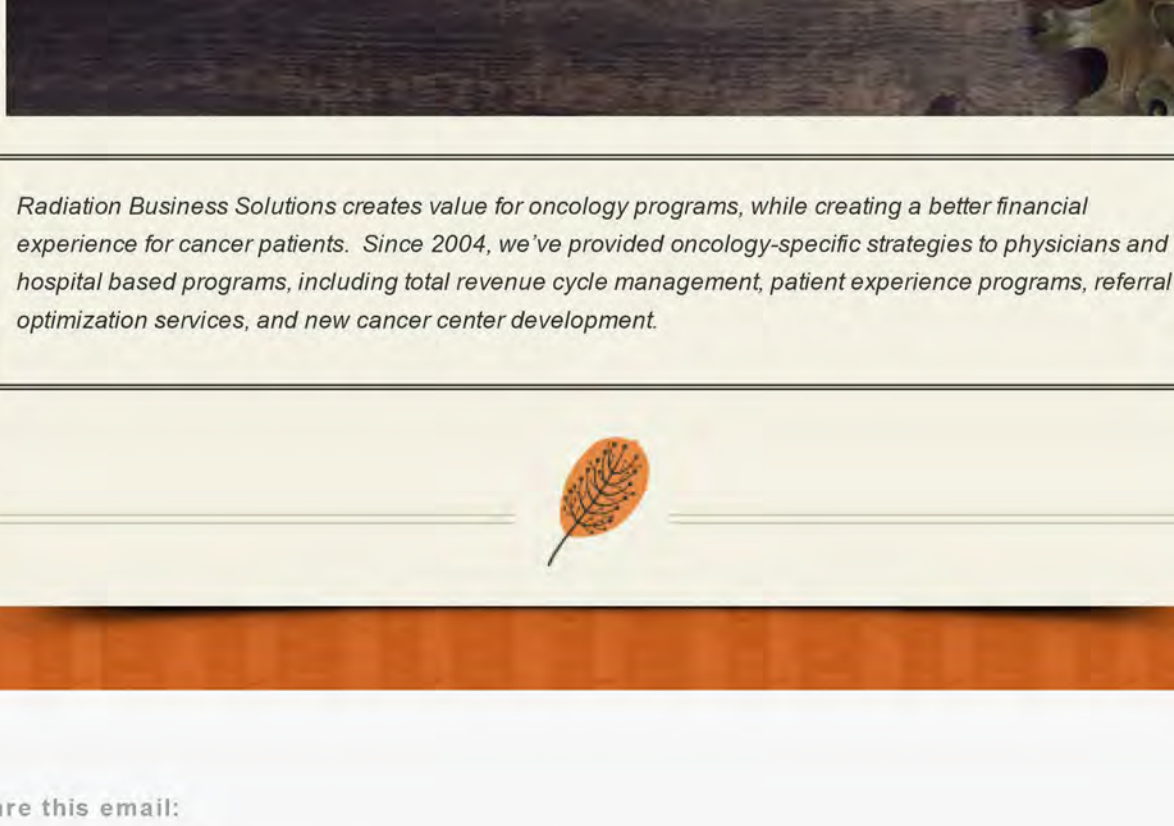
For Your Listening Pleasure!

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. Be sure to tune in on your favorite podcast app!

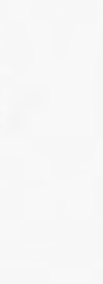
Episode 7: [What is Financial Toxicity?](#)
Show notes are now available on our [website](#).

Refer-A-Friend

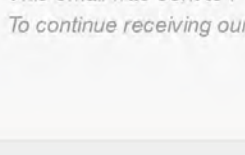
Connect us with an oncology program that wants to grow! We'll pay a \$10,000 referral bonus for new clients who enter a contract with us for billing services, or a Revenue Navigator program. For more information contact us at Info@RadiationBusiness.com or call 615-746-1705.



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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