

HAPPY HOLIDAYS



**Radiation
Business**
SOLUTIONS

Seasons Greetings from RBS RBS Advantage Report - December 2018



Dan & Anoma Moore with Santa

The Season of Giving

By Dan Moore

I've shared our mission here before: **To reduce financial anxiety for patients and physicians, so that they can focus on improving health.** It's more than a motto on a brochure to us. It's not just what we do or how we do it, it's who we are.

We decided last year that rather than sending our clients a gift for the holidays, we would pay the patient balance for one patient at each

of our physician client sites. As our client list has grown, so has our giving; we are grateful to have donated nearly \$20,000 towards patient balances this season.

Carolyn, a Revenue Navigator, works onsite at a client's center. This year she was able to see and feel the impact of that gift, or as she put it, the "true spirit of Christmas." Carolyn witnessed first-hand the surprised joy, the tears, the disbelief that their balance had been paid off by RBS.

Patients ask, "What kind of billing company does this?" We are quick to share that we have all been impacted by cancer. We are grateful to be able to help in a small way by relieving their financial anxiety - one patient at a time.

I wish you all the happiest of holidays, and all the best in the new year.

Dan

Don't Let AUTH Be a Four-Letter Word!

By Carolyn White

More and more commercial plans, particularly Medicare Advantage plans, require authorizations for radiation therapy. According to CMS, in 2017 one-third of all Medicare recipients were enrolled in a Medicare Advantage Plan. Depending on your market, your volume could be even higher. These plans almost all require pre-certification, and not understanding the guidelines for each plan can be unnecessarily costly. The **lost value** of just one unsuccessful peer-to-peer case can be upwards of **\$50,000** for hospitals and physicians. Your radiation therapy center or department simply cannot afford to stay with the status quo prior authorization program and procedures.

RBS has developed a Revenue Navigator Program™ for both freestanding and hospital-based practices that has successfully reduced peer-to-peer reviews to **less than 1% of cases**. Our proven results save valuable time and resources within the department. In addition, the program has virtually eliminated delays in treatment due to insurance issues and the need for written appeals by the ordering physician.

Not only does the RBS Revenue Navigator Program increase productivity for the department, it alleviates some of the patient financial stress that comes with a serious and sometimes life-threatening diagnosis. Patients value having an expert in the department who fully understands their insurance benefits and pre-certification requirements.

Dr. Richard Byrnes, Radiation Oncologist at Northwell Health, says, "Since having a RBS Revenue Navigator on site our billing has been seamless, and my distraction of doing peer-to-peer reviews has been minimal. Patients enjoy meeting her and are reassured their billing and insurance claims will be handled in a timely and professional manor. She is part of our team in every way."

Want to learn more? **Contact us** to learn how the Revenue Navigator Program™ can add value to your department today.



*Carolyn White,
Revenue Navigator Lead*



*L to R: Trip Leasure, Jean Leasure,
Carolyn White and George Leasure*

Another RBS Employee Hits the 10-year Mark!

This month, we were excited to honor Jean Leasure for her ten years of service at RBS. Jean has been an integral part of our Patient Advocate Team, and currently leads our Implementation Group for new clients. She is known for her dogged commitment to excellence, her exceptional work ethic, and her passion for serving the patients above all else.

Since Jean's daughter (Carolyn White, Revenue Navigator Lead) and son (Trip Leasure, VP of Project Development) also work at RBS, we surprised Jean with a little game of "Family Feud" at our annual Christmas party! Jean's family "won" a very special reward: a beach house in St. Augustine big enough for their entire family to enjoy over spring break!

Jean, thank you for your ten years of service to RBS, our clients, and our patients!

Upcoming Meetings:

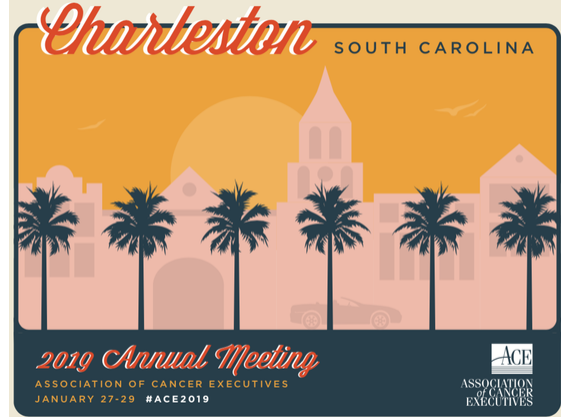
Association of Cancer Executives (ACE)

January 27 - 29

Charleston, SC

Denise Gerlach will be in booth #18. Come

by and say hello!



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 coping with cancer care during the holidays. Be sure to tune in on your favorite podcast app!

Episode 7: **Coping with Cancer Care During the Holidays**

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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