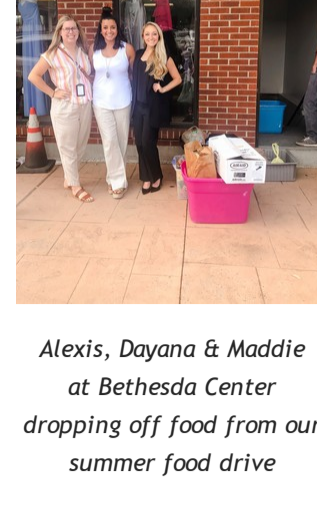




We surprised Georgia with a baby shower!



Northeastern Oklahoma Cancer Institute celebrated their one year anniversary!



Alexis, Dayana & Maddie at Bethesda Center dropping off food from our summer food drive

## CMS Impact

By Dan Moore

Recently CMS announced their first rendition of bundled payments for radiation. Even before its release, I received calls from physicians, friends and clients. "I'm never going to survive this." "My practice/department will collapse." "I guess we will never buy new equipment." I think you can relate to the overall tone of these calls. My mission, should I choose to accept it, is to communicate peace and hope and even to suggest that you can thrive in the these proposed models.



Dr. Robert Nagourney had a great piece this week in the Wall Street Journal titled, *Every Cancer Patient is One in a Billion*. I think he summarized the industry's macro view on APM well. "Modern oncologists are being asked by insurers, hospital systems and regulatory agencies to reduce therapy options to an ever shrinking number of guideline-based treatments. This one-size-fits-all approach - attempting to apply population statistics to individual patients - is rapidly proving to be one-size-fits-almost-none." However, what I found interesting as a non-clinician, is the paradigm shift about cancer itself. Dr Nagourney states, "Cancer is a disease of altered cell survival, not excessive proliferation. Cancer doesn't grow too much, it dies too little."

Metaphorically - stay with me on this - our industry should adopt more of the "refusal to die DNA" of the cells we call cancer. We need to find ways to "die too little" regardless of payers and government agencies. The radiation oncology industry should respond with an ever so slight mutation that ensures another generation of physicians will thrive. Just as each patient is one in a billion, so is your practice and unique environment. **No single program can minimize your patient impact.** What if you embraced outside changes with an eye toward creating an equal or greater opportunity? For example - 60-70% of our partners nationally have a **year over year increase** in their patient census (and financial performance) in spite of proposed declines/penalties from PQRS, MIPS, mergers and now APMs. We will just refuse to die. Market dynamics are not mandating our choices - but individualistic patient centered care is increasing our sphere of influence! We refuse to submit because we, like our patients, won't give up. We emulate the same sense of purpose, tenacity and hope. So when physicians say to me, "You mean I'm not going to die?" I respond, "No, your practice is just learning how to live within the new financial dynamics. You will be great!"

Grateful,  
**Dan**

## PUT YOUR MARK ON THE NEW CANCER CENTER



*Written in Stone*  
Messages from the heart: for hope and healing

**SATURDAY, SEPT. 7**  
NOON TO 3 P.M. • CEREMONY AT 2 P.M.  
1701 SW 24TH STREET • PENDLETON, OR

**EASTERN OREGON CANCER CENTER** at Pendleton

Don't Ever Give Up!!

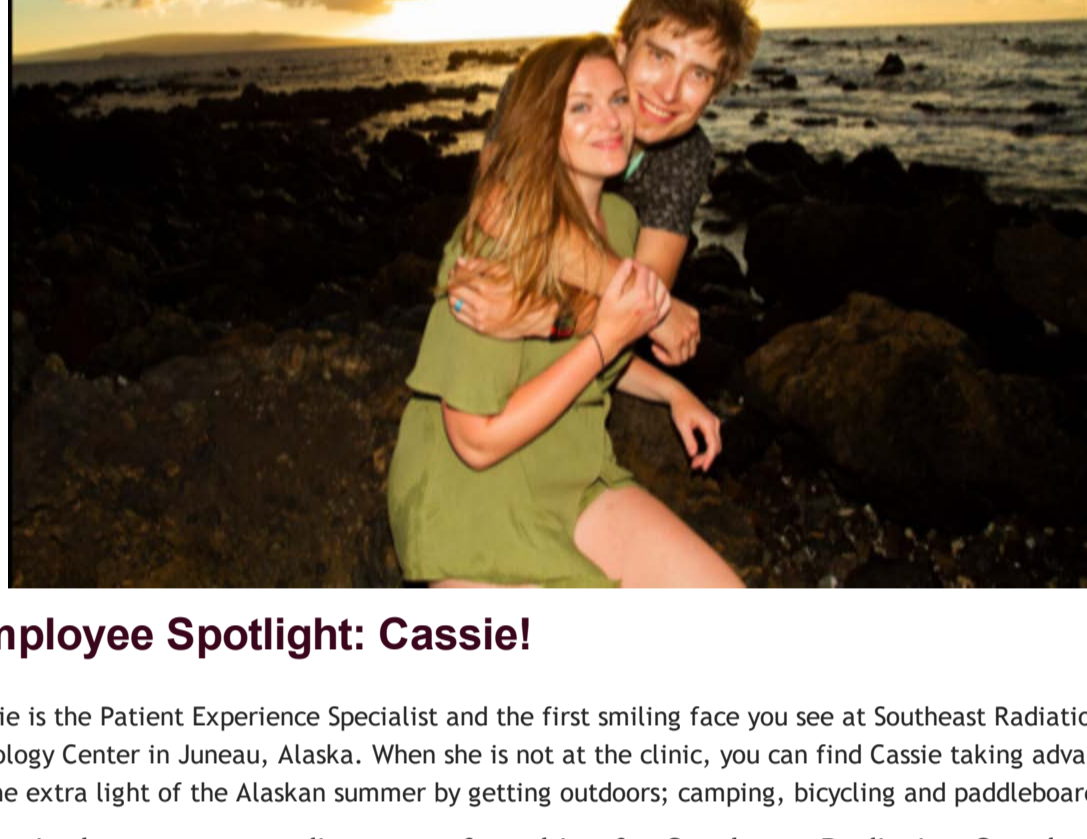
NEW HEALTHY NEW STRATEGY THINK POSITIVE AND YOU WILL WIN

### Eastern Oregon Cancer Center at Pendleton: Written in Stone

Something exciting is happening at our newest cancer center! The Eastern Oregon Cancer Network is hosting a "Written in Stone" event on Saturday, September 7th! The event will be an opportunity to cover the walls of the treatment room at the new [Eastern Oregon Cancer Center at Pendleton](#) with messages of hope, healing and encouragement. These words of inspiration will be embedded into the very foundation of the new center and will surround patients with the loving, supportive thoughts of the entire community.

The Eastern Oregon Cancer Network is a 501 (c)3 non-profit organization committed to reducing the financial burden of local cancer patients by providing local housing during treatment, assistance with transportation and other patient needs. All donations stay in the Pendleton, Oregon area to help local cancer patients.

Cancer patients, survivors, and family members, please join us and share your stories of healing and hope!



### Employee Spotlight: Cassie!

Cassie is the Patient Experience Specialist and the first smiling face you see at Southeast Radiation Oncology Center in Juneau, Alaska. When she is not at the clinic, you can find Cassie taking advantage of the extra light of the Alaskan summer by getting outdoors; camping, bicycling and paddleboarding.

#### What is the most rewarding part of working for Southeast Radiation Oncology Center?

Connecting with patients and helping to make a difficult time in their lives more hopeful and happy.

#### What led you to your position at Southeast Radiation Oncology Center?

I like to think that what led me to this career was a natural unfolding of life events and transitions. I feel very lucky to be in my position!

#### What is your favorite food?

If I have to pick one food? King crab.

#### Who inspires you?

My older brother, Lee (for his wisdom), my Aunt Marla (for her resilience), and my friend Abel (for his travels and nomadic lifestyle).

#### What is the craziest thing you have ever done?

Move to Alaska by myself!

#### Who was your first celebrity crush?

When I was really young (five or six), I thought I'd marry Jim Carrey. A sense of humor has always been important to me!

#### What three things are on your bucket list?

Travel as far and wide as possible, live somewhere tropical for a while, and learn to play the drums!

#### What would you do if you won the lottery?

Donate a portion to environmental/conservation organizations (such as The Ocean Cleanup), then travel the world! Afterward, I'd retire to a quaint villa on a tropical island.

Cassie, thank you for emulating HOPE in everything you do. We appreciate you!

## Collection Efficiency

By Melissa Barber

What does collection efficiency mean?

The dictionary defines it as "the action or process of collecting something while achieving maximum productivity with minimum wasted effort or expense." Or as physician practices will concur, receiving monies for services provided as quickly as possible at the contracted rate. Those are both correct. The mystery is how is that done and how is it measured?

There are several tasks that can contribute to collection efficiency. It is no secret that the timely submission of claims to payers plays a large role in success. We work to submit all claims for payment within 48 hours of the service being provided. This helps our team achieve and maintain a company DSO (Days Sales Outstanding) of 35 or less. Other important objectives are cash posting in a timely manner, reconciling all payments with bank ledgers and following up on all claims within 30 days of submission and denial.

When measuring collection efficiency, one thing that may fly under the radar of some is payer contracts. Lack of close attention to contract details, such as term dates and rates, can make or break your revenue cycle success. Recently, we received notification for our client that one of their large payers was undergoing some changes to their fee structure; some specialty types would have increased reimbursement, while others would see significant reductions. We received and reviewed the document. From that, we were able to determine that for our radiation oncology client, this change meant a substantial increase in current reimbursement for their services. We confirmed "intent to participate" with the payer and watched for an official contract to be sent. Once received, we forwarded to our client with a note letting them know that upon signing and effective date, they would see a 30% increase in reimbursement for their services. During a visit, a patient mentioned the changes to our physician and was concerned that they would no longer be able to be seen at the center. Imagine how excited our client was when he was able to quickly reference the correspondence that we had sent to him and assure the patient that the practice would continue to be participating in their network. **WIN!**

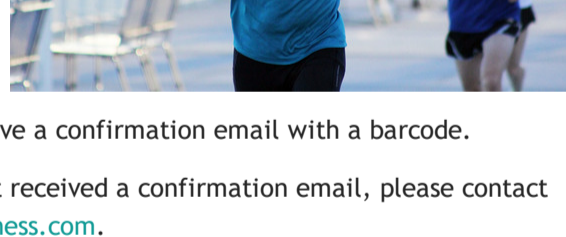
Maintenance of credentialing and contracting are the basis of collection efficiency. Without that, the rest of the process is ineffective.

Are your credentialing and contracting efforts running smoothly? If not, we can help! [Contact us](#) today to learn more!



## Ready to Run!

Have you registered yet for the 2019 5K Run For The Future To Benefit The ROI? You can sign up as an individual runner or with a team! [Click here to register](#).



If you are working with a race coordinator at your organization, please be sure to confirm that you have in fact been officially registered, as all runners are required to sign a waiver during the registration process. Once registered, you will receive a confirmation email with a barcode.

If you believe you've already registered but have not received a confirmation email, please contact the 5K Coordinator at [5KCoordinator@RadiationBusiness.com](mailto:5KCoordinator@RadiationBusiness.com).

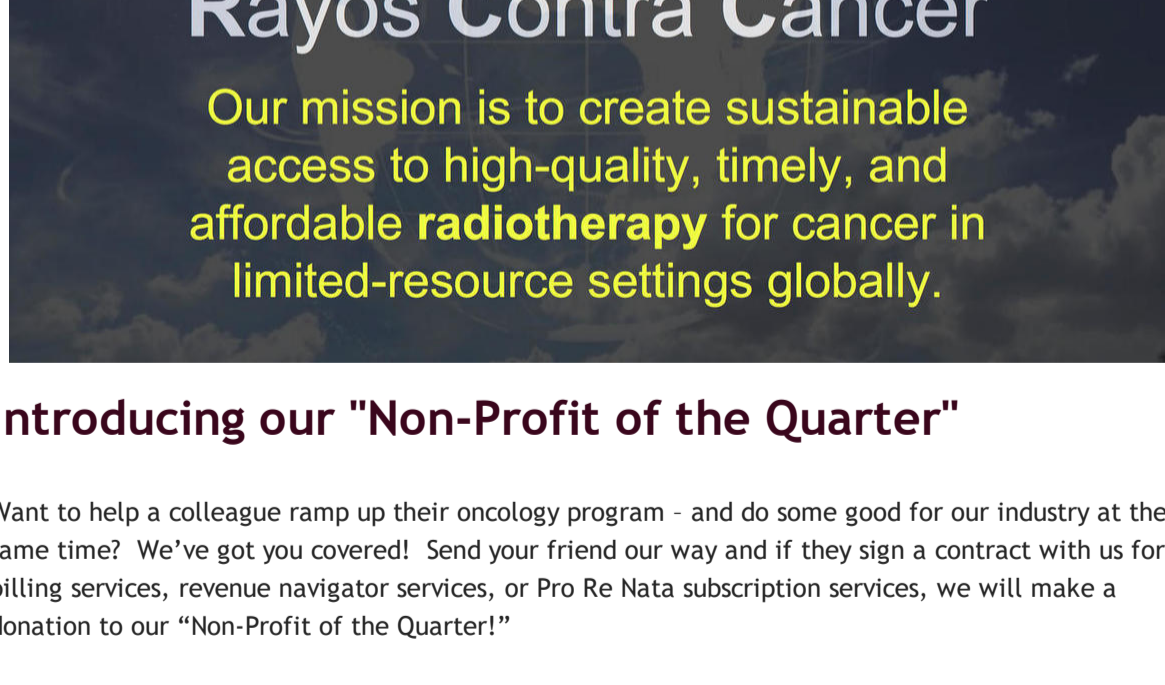
Also, if your company is sponsoring the race this year (Elekta, Varian, Accuray), be sure to use your discount code during check-out! Contact the [5K Coordinator](#) with any questions.

Don't wait! The registration price goes up on September 9th!

### Sign up Today!

We hope to see you in Chicago on Monday, September 16th at 6:44am! (Don't forget your shoes!)

*A patient recently told one of our team members that she knows we are not part of hospital billing "because you're human and answered all of my questions immediately!" She then followed up by saying, "You can quote me on that!"*



**Rayos Contra Cancer**

Our mission is to create sustainable access to high-quality, timely, and affordable radiotherapy for cancer in limited-resource settings globally.

### Introducing our "Non-Profit of the Quarter"

Want to help a colleague ramp up their oncology program - and do some good for our industry at the same time? We've got you covered! Send your friend our way and if they sign a contract with us for billing services, revenue navigator services, or Pro Re Nata subscription services, we will make a donation to our "Non-Profit of the Quarter!"

For our inaugural "Non-Profit of the Quarter" charity, we have selected **Rayos Contra Cancer!** Rayos Contra Cancer is a non-profit initiative focused on creating sustainable access to timely, high-quality, and affordable radiation treatment for cancer in areas with limited resources across the globe. They work with existing radiotherapy clinics to empower the local resources that are in place and create opportunities for further clinic development, education, training and research. [Check out their website for more information!](#)

If you know of an oncology program that needs some assistance with their revenue cycle or has other management or consulting needs, contact us at [info@RadiationBusiness.com](mailto:info@RadiationBusiness.com) or 615.746.1705. Thank you for helping us to help others!

*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.*

