

Insurance Reimbursement

Creating a Professional Practice

Medical Model

- * Allopathic medicine
 - * Treatment by conventional (western) means, e.g. drug therapy, surgery
 - * Health = absence of disease or symptoms
- * Insurance claim submitted when disease/symptom presents itself

What's NOT insurance...

- * Personal injury claim (legal action)
- * Alternative care discount provider network
- * Focus is on wellness (holistic model)

What's NOT insurance... (2)

- * Flexible spending account
 - * Plan administrator determines what is reimbursable
 - * Full balance available at beginning of term
 - * Contributions amortized throughout plan term
 - * Use it or lose it
 - * Contributions made with pre-tax dollars

Types of Insurance

- * Worker's compensation
 - * Provided by employer
- * Medical insurance
 - * "Major" distinguished from others (dental, vision, etc.)
- * Automobile Insurance Med Pay

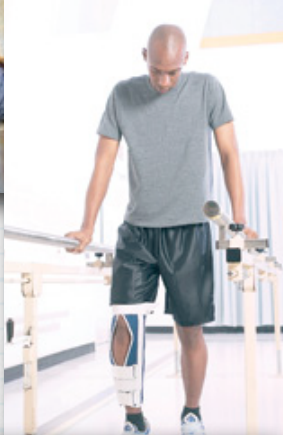
Terms

- * Medical model
- * Primary care provider
- * Preferred provider
- * PPO: Preferred Provider Organization
- * HMO: Health Maintenance Organization
- * CPT: Current Procedural Terminology
- * ICD-9-CM: International Classification of Diseases-9th Rev-Clinical Modification
- * UCR: Usual and customary rates

20,000-ft. View



Worker's Comp



Major Medical

Personal injury claim

Auto Insurance Med Pay



Wellness and prevention

Primary care provider (state-licensed)



Payment received in ...

4 - 6 weeks

1 - 3 YEARS



Therapist lien against settlement

2 - 4 weeks

No insurance coverage (encourage flex plan)

Submitting a Claim

- * Detailed steps outlined in Business Mastery, 4th Ed., Cherie Sohnen-Moe, p. 261
- * Key: recordkeeping!
 - * Only to be considered by the meticulous, patient, and record-savvy
 - * Requires high volume to cost-effective

Resources

- * Health Insurance Portability and Accountability Act
 - * http://en.wikipedia.org/wiki/Health_Insurance_Portability_and_Accountability_Act
- * Hands Heal, Diana Thompson (SOAP notes)
- * CPP Student Notebook
 - * p. 210-211: Tips on billing insurance companies
 - * p. 225-237: Health History
- * Medical billing software
 - * www.tmmo.biz