MEDICAL REVENUE MANAGEMENT
RESEARCH GUIDE
The ABS Story

When my wife, Linda, started doing medical billing for doctors back in 1987, she never realized how many people she would help start their own medical billing business. She began with one medical provider client and grew our business to a six-figure income within just a few short months.

By 1994, we had developed and tested a marketing system that worked seamlessly to obtain as many clients as we needed. I put together a training and support package and we began training others on how to set up their own medical billing business. As of today, we have trained people from coast-to-coast how to duplicate our success.

If you are considering starting your own business, I invite you to take a good, hard look at this one. There has never been a better time to get started in what we now refer to as Medical Revenue Management and there has never been a company that can help you get started as easily as we can. In these challenging economic times, every doctor is looking for someone who can give them the remedy they need for their cash-flow “pain”.

Read through this Industry Overview and then do your own due diligence. If this seems to be the right business for you and your family, just contact the person who sent you this report and ask them how to get started in your own profitable Medical Revenue Management business, today!

Yours for Success,

Patrick Phillips, Founder and CEO

The Fastest Way to Start Your Medical Billing Business ... Guaranteed!
How Big Is the Medical Billing Industry?

It never hurts to do market research in your area, talk to people you know who may have some insight into the business you are investigating. Talk with your ABS Business Development Rep about the potential market in your area. Google “Medical Billing Services” in your area. Given the fact that we do not restrict your marketing area with a “territory” and that we have multiple services for many different industries outside the medical field, you may find your potential market to be bigger than you anticipated. You will have services and solutions for virtually any medical specialty, including:

- Abdominal Surgery
- Addiction Medicine
- Adolescent Medicine
- Adult Orthopedic Surgery
- Aerospace Medicine
- Allergy
- Anatomic Pathology
- Anesthesiology
- Bariatrics
- Cardiovascular Disease
- Cardiovascular Surgery
- Chemical Pathology
- Child Neurology
- Child Psychiatry
- Clinical Genetics
- Clinical Neurophysiology
- Clinical Pathology
- Clinical Pharmacology
- Colon & Rectal Surgery
- Critical Care medicine
- Critical Care Neurological Surgery
- Critical Care Obstetrics & Gynecology
- Critical Care Surgery
- Cytopathology
- Dermatology Surgery
- Developmental-Behavioral Pediatrics
- Diagnostic Laboratory Immunology
- Diagnostic Radiology
- Emergency Medicine
- Family Practice
- Flexible Medicine
- Foot & Ankle Orthopedics
- Forensic Pathology
- Forensic Psychiatry
- Gastroenterology
- Gastroenterology
- General Preventative Medicine
- General Surgery
- Genetics
- Geriatric Psychiatry
- Geriatrics
- Gynecological Oncology
- Gynecology
- Hand Surgery
- Head & Neck Surgery
- Hematology
- Hematology / Oncology
- Hepatology
- Hospitalist
- Immunology
- Immunopathology
- Infectious Diseases
- Int-Med Cardiac Electrophysiology
- Internal Medicine
- Interventional Cardiology
- Legal Medicine
- Maternal & Fetal Medicine
- Maxillofacial Surgery
- Medical microbiology
- Medical Oncology
- Medical toxicology
- Musculoskeletal Oncology
• Neonatal-Perinatal Medicine  • Pediatric Ophthalmology
• Nephrology  • Pediatric Orthopedic Surgery
• Neurological Surgery  • Pediatric Otolaryngology
• Neurology  • Pediatric Pathology
• Neuropathology  • Pediatric Pulmonology
• Neuroradiology  • Pediatric Radiology
• Nuclear Medicine  • Pediatric Surgery
• Nuclear Radiology  • Pediatric Urology
• Obstetrics  • Perinatal Medicine
• Occupational Medicine  • Pharmaceutical Medicine
• Ophthalmology  • Phlebology
• Oral Pathology  • Physical Medicine & Rehabilitation
• Orthopedic  • Plastic Surgery
• Orthopedic Surgery  • Psychiatry
• Orthopedic Trauma Surgery  • Psychoanalysis
• Osteopathic manipulative Medicine  • Pulmonary Critical Care
• Otology  • Pulmonary Disease
• Otorhinolaryngology  • Radiation Oncology
• Pain Management  • Radio isotropic Pathology
• Pain Medicine  • Radiology
• Palliative Medicine  • Reproductive Endocrinology
• Pathology  • Rheumatology
• Pathology-Hematology  • Spinal Cord Injury
• Pediatric  • Sports medicine
• Pediatric Allergy  • Surgical Oncology
• Pediatric Anesthesiology  • Thoracic Surgery
• Pediatric Critical Care  • Traumatic Surgery
• Pediatric Emergency Medicine  • Undersea Medicine
• Pediatric Endocrinology  • Urgent Care
• Pediatric Hematology / Oncology  • Urological Surgery
• Pediatric Infectious Disease  • Vascular & Interventional Radiology
• Pediatric Internal Medicine  • Vascular Neurology
• Pediatric Nephrology  • Vascular Surgery
What Is “Medical Billing”?  

Simply put, Medical Billing is a core business decision for medical professionals wishing to focus more on their practice than on the business end of their field. Often, this is the one element of any medical practice that is considered least desirable for those in the practice to perform. Much of this has to do with the fact that most of these professionals entered this line of work because they prefer dealing with people rather than insurance companies and government agencies like Medicare and Medicaid.

Medical Billing, however, is a necessary and vital aspect of these practices and thus it cannot be avoided unless it is outsourced. When you show that you can provide a physician with outstanding service in this aspect of his or her business, their level of trust and confidence in you will grow and so will your clientele.

**Simple Medical Billing**

Medical Billing involves taking the information about a patient visit and entering that information into the billing software and submitting those claims for reimbursement to your client from the insurance carrier. This carrier is any of hundreds of insurance companies including the government programs mentioned earlier. The claims you will process depend on which carriers your client accepts on behalf of their patients.

The next task that the simple Medical Billing service performs is the maintenance of the records of payments from both the insurers and the patients so that these balance. For instance, if an insurance company requires a co-payment, this needs to be accounted for so as to keep the entire payment in check. Much of this is done electronically within the software itself.

Virtually anyone can learn to do this and many medical professionals will assign this task to a clerk in their practice or do it themselves after hours. These clerks have no vested interest in maximizing the revenue collected. And doctors who take this on themselves are not utilizing their time wisely. They could be focusing on seeing more patients, thus increasing their revenue and minimizing the attention to details about the billing. All doctors would outsource their billing if they could be educated on the benefits of turning their billing over to professionals who have a vested interest in maximizing the revenue cycle. ABS can show you how to do this and make it a win-win for everyone.
Medical Revenue Management

Beyond the simple task of Medical Billing, however, many who start Medical Billing businesses offer the following revenue enhancement services in addition to the basic billing services:

- Determining best insurance carriers
- Which medical services and codes provide the most optimal payouts
- Managing Patient Well-Care Programs
- Dealing with the aged accounts
- Scanning current paper records into an electronic document management program
- Patient records data entry and maintenance
- Personnel training (software, HIPAA guidelines, patient follow-up, etc.)
- Practice building advice and tools
- Follow-up on denied claims
- Processing claims to secondary insurance carriers
- Creating and sending patient statements
- Creating monthly billing reports for the doctor

It is in these difference between a clerk and a professional the can help your client’s see the value of your service. Most physicians simply do not have the time or the knowledge to follow-up on denied claims and many such claims are in fact payable. Without a Medical Revenue Manager on their side, they simply lose this income. ABS issues you a certificate showing you have completed our comprehensive live and online training and certifies you as a Certified Medical Revenue Manager at the end of our live training workshop.

The online reports available to your clients through our cloud-based billing and practice management system allows them to see where they can get the “most bang for their buck.” Some insurance companies are better than others and once the maximum payments are received from these carriers, your clients can make informed choices about which to accept or not. This can make a huge difference in their practice, as many have already discovered.
In addition, some Medical Revenue Managers become consultants to their clients and even help them manage numerous aspects of the business end of their practice. This is because once the core business of Medical Billing is in place the remaining elements are much easier to manage by the person performing this task. This opens additional streams of revenue for your company while providing great benefits to your clients.

In other words, once you have shown yourself proficient at helping your client make more money through superior revenue cycle management, the range of services you can provide them knows virtually no limits. Few medical providers care to be bothered with anything that is outside the scope of their expertise, which is caring for patients.

Aren’t Most Doctors Doing Billing “In-House”?  

Many physicians are realizing that the costs involved in purchasing hardware and software, updates and training of staff, etc. is far more expensive than they are willing to spend. According to the U.S. Bureau of Labor Statistics (www.bls.gov), doctors are increasingly outsourcing their billing.

ABS offers a number of services to help solve the cash crunch that doctors are feeling in today’s economy and this allows our Licensees to approach any doctor, no matter how they are currently doing their billing -- whether in-house or outsourcing to another billing company. We have Licensees signing up doctors every week that are unhappy with the results they have been seeing from their current medical biller.

Again, it is just a matter of educating the doctor on the superior cloud-based system that you will be using to manage his revenue. Our cutting-edge technology, combined with the way we train you to service your clients, makes for a powerful approach to solving the cash-flow challenges being faced by today’s medical providers.

Our competitive pricing and Revenue Analysis Tool, combined with our professional proposals and presentations, make it simple for you to show doctors why they would be foolish not to at least try your services. Our live demos and presentations done for your prospective clients by our trained staff will help you sign up your first client quickly and profitably.
How Are We Different?

- **100% Money Back Guarantee.** Unmatched in the industry, ABS allows for a full refund at the end of the live training if, for any reason, the person is not satisfied.

- **Private, One-on-One Live Training.** A complete training course covering every aspect of the business is conducted by trainers who are active in the medical billing industry. This includes everything from Medical Billing Terminology, Coding, Marketing, and more!

- **Lifetime Support.** We are dedicated to your success. You will have one-on-one support from our Success Team for life to help you as you get started, and any time you have a question.

Helping Others Succeed Since 1994

Patrick Phillips and his wife Linda had been running their Medical Billing business from their home for over six years and were making a nice living. Friends began to inquire about what they were doing and asked if they would teach them how to do Medical Billing as well.

That was when Patrick got the idea of “licensing” their training and support. Since then, they have licensed individuals from coast-to-coast and taught them how to market their own Medical Billing services.

The company grew rapidly as more and more of their “Licensees” began to sign up doctors and other medical providers who saw the advantages of outsourcing their billing to a company that specialized in helping them get payments from Medicare and commercial insurance companies.

Although many of our Licensees have expanded their business to the point where they need to lease office space and hire employees or contractors, most of our Licensees start and run their business from their home and do most of the work themselves. You’ll know when you need to expand and hire others to help in your business when you are working more hours that you wish and are making more than you ever have working for someone else.
The Perfect Home Business

ABS is a leader in putting people into their own home-based business. This is a $500 Billion a year industry; that’s more than the pharmaceutical, food and consumer goods industries combined!

This is made possible by the sheer numbers of people in business for themselves who are now working from home. According to the U. S. Bureau of labor statistics, of the 7 million+ self-employed persons who work at home, two-thirds have a home-based business - that is, a business run from their home and no other location.

The extremely low start-up costs, flexible hours, advances in technology and the Internet are fueling the growth of the home business segment.

A recent survey by Joanne H. Pratt Associates indicates that the average income for income-generating home office households is $63,000 a year. Their findings are published in *Home-Based Business: the Hidden Economy, commissioned by the Small Business Administration*.

"Many entrepreneurs start firms from their homes - and stay there," states a report from the SBA's Office of Advocacy. "This year, nearly 20,000 entrepreneurs grossed more than $1 million operating from a home-based environment." Increasingly, people use their home to earn a primary income, not only a secondary or supplementary income.

"Information technology (IT) has made it possible for e-commerce and has enabled small, medium-sized and home-based businesses to compete more effectively in the global market. E-commerce makes it possible for more people to start their own businesses. The number of U.S. households that have a home-based business currently exceeds 12 percent." - *Office of Advocacy, Small Business Administration*. 
Why Doctors Should Outsource Their Billing

Reprinted from BC Advantage Magazine

Dave Jakielo, CHBME

The practice of medicine is comprised of numerous specialties. Doctors train for over a decade to obtain the skills necessary to successfully practice medicine in their chosen field. Additionally, they must continually stay abreast of technological advances and the changing protocols in their chosen specialty to ensure they are providing the best possible care to their patients.

You won’t find a general practitioner performing a triple bypass on their patients. The skill and complexity of that operation requires a specialist.

Similarly, given the complexity of today’s revenue cycle processes, it takes the specialized skill of medical billing professionals to ensure your practice's economic success and compliance with the plethora of government regulations. Billing is no longer something someone does to fill in the time between scheduling and rooming your patients.

When I first started in the medical billing field, things were much simpler. Payers would occasionally change a rule and give you ample notice to adjust your processes. Denials averaged less than five percent of total claims. Today, if you don't have sophisticated claim scrubbing software, it's not unusual to have a 35 percent or higher claim rejection rate which requires extensive and expensive follow-up.

The challenges that your internal billing operations are faced with on a regular basis can lead to collection shortfalls and non-compliance issues. Here are some reasons why outsourcing your billing to a professional practice's management/billing company makes sense.

Regulations change constantly which means that dedicated personnel must have the time to read bulletins, interact with payers, and attend industry seminars and webinars.

Billing managers should be certified to ensure their competency. One such designation is the Healthcare Billing and Management Association, CHBME designation.

Coding personnel who have the responsibility for ensuring that your documentation and coding is compliant with the new ICD-10 requirements should also be certified by one of the
accredited coding organizations.

Implementing and maintaining a compliance plan can be expensive for an individual practice. A professional billing company can spread the cost of their compliance professionals across many clients.

Technology is another major expense for an individual practice. Besides the initial cost of an EMR and Practice Management system, you also need to invest in additional software, such as a claim scrubber, denial management tools, and a business intelligence reporting software—while expensive, it is necessary to proactively manage a practice.

Lack of follow-up relating to unpaid claims or under-paid claims are two of the biggest problems I usually encounter when reviewing a practice’s billing operation. Follow-up is time-consuming and burdensome and it seems to be the last thing people get around to—if ever.

When follow-up isn’t done on a regularly scheduled basis, it can lead to lost revenue due to “timely filing” requirements. I have also seen contractual allowance adjustments applied to a patient’s account even when the practice doesn’t participate with the third party payer.

It is also getting harder to attract and retain competent billing personnel. The Society of Human Resources states that the cost of recruiting, hiring, and training a new employee is at least $4,000. Utilizing a professional billing company eliminates this expense in its entirety.

Professional billing companies offer economies of scale which makes their services less costly than if a practice does their billing in-house. The goal of any billing company is to maximize collections while ensuring compliance.

Given the complexity of the revenue cycle process, practices need full time professionals to handle their billing operations. No longer can billing be something someone will get around too.

Today, most physicians are working harder than ever and taking home less due to declining reimbursement and increased expense to collect on a claim. The question every doctor should ask themselves is, “Why should I have the additional burden of running an internal billing operation?”

Finally, there are two things for a practice to keep in mind. First, you should: “Do what you do best (practice medicine) and outsource the rest.” Secondly: “Never do anything that you can have someone else do more efficiently and at a lesser cost.”
The billing industry -- especially in health care -- is growing, but actual on-site jobs will be reduced because the billing will be outsourced.”

**U.S. Bureau of Labor Statistics**

“Insurers have found a very creative way of denying, delaying or slowing payments in a way that is having a real impact on patient care and on our survival. Every doctor and hospital is writing off money they are legally owed but don’t collect. It’s an insane situation.”

**Von Crockett, Chief Executive,**
**Centinela Hospital, Inglewood, California**

“Why are primary-care doctors fleeing the field? Start with the paperwork. Physicians report spending an increasing amount of time dealing with red tape from insurers that reduces the time they can spend with patients and increases back-room costs. As administrative burdens rise, reimbursements from both private and public insurers have stayed constant or gone down.”

**Paul Howard, Director,**
**Manhattan Institute Center for Medical Progress**
“Some industries fare better than others, creating nearly recession-proof jobs for U.S. workers. While there is truly no such thing as 100 percent job security, some jobs are safer than others in times of economic recession. The following jobs may provide the best opportunities for steady income and employment during recession times: #1 Healthcare…”

Pam Gaulin, Business and Finance, www.associatedcontent.com

“Intentional and systematic inefficiencies in the insurance companies’ medical reimbursement processes lead to inflated medical costs. Improved Medical Billing processes from providers and Medical Billing services can play a significant role in decreasing this component of healthcare cost.

Carl Mays II, Author, Prescription For Lower Healthcare Cost

“Throughout the country, busy medical practices are turning more and more toward Medical Billing companies because of the level of service they provide. It is a cost effective way to run the business end of your medical practice.”

“Small medical practices often take on the task of Medical Billing in order to cut corners and to save money. This can be devastating to the financial stability of the medical practice especially if it relies on the repayment from insurance companies to meet its financial obligations.”

Peter Geisheker, CEO, The Geisheker Group

“The global Medical Billing Outsourcing market is projected to register a Compound Annual Growth Rate of about 10.5 % during the forecast period, 2018-2023.”

CurrentNewsMagazine.net
“In JAMA (Journal of American Medical Association), scholars from Harvard and Duke examined the billing-related costs in an academic medical center…with billing functions accounting for 15 percent of revenue, or about $100,000 per year per primary care provider.”

jamanetwork.com

“The revenue cycle management market currently valued at 20.5 billion, is estimated to reach 40.4 billion by 2021.”

hitconsultant.net

“From a cash-smart standpoint, we believe that outsourcing is more cost-effective than hiring employees to do the work.”

Vicki Rackner, MD, *The New Thriving Medical Practice*

“When it comes to outsourcing for your medical practice, the benefits are obvious. It not only frees up your employees’ time to work on the tasks they were hired for, but it also unkinks your cash flow.”

MedicalEconomics.IndependentMedicine.com

“Industry experts have found that the average number of rejected claims for a medical practice averages around 34%.”

American Academy of Professional Coders

“Market analysts estimate that 24 cents out of every dollar are wasted on administrative and billing expenses.”

The New England Journal of Medicine
Meet Key Staff Members

Patrick Phillips is the Founder and CEO of American Business Systems, a best-selling author and a nationally-recognized speaker and writer who contributes to and is on the Editorial Board of Billing and Coding Advantage Magazine. His latest book, *The New Thriving Medical Practice, How to Get Off the Hamster Wheel, Work Smarter (not Harder), Generate More Revenue and Enjoy Greater Career Satisfaction in the Era of the Affordable Care Act*, is aimed at doctors and other medical providers who are seeking to stay solvent in today’s turbulent healthcare environment.

Adam Phillips is President of American Business Systems, LLC and oversees the day-to-day operations of the company. He has been a tireless advocate for providing new and improved marketing and support solutions for ABS Licensees. He also consults with potential Licensees and guides them through the process of due diligence. Adam has a background in the mortgage industry and provided support and training for over 1,000 offices for a national payment-processing firm from 1994 to 2001.

Dr. Vicki Rackner is a retired general surgeon and a nationally noted Medical Entrepreneur, author and speaker. She is on the Board of the Medical Revenue Management Association and writes for She shares her insider insights collected through her diverse 30 year medical career treating tens of thousands of patients, holding a clinical faculty appointment at the University of Washington School of Medicine, and now provides her speaking, Coaching and consulting services to ABS licensees.

Eric Ogea brings over fifteen years experience in the areas of leadership development, executive Coaching, training and consulting for Fortune 500 companies. Offering a rare blend of creative and operational strengths, Eric is recognized for his success in leadership development and inter-company relationships. His practical experience as a trainer, coach, and counselor has successfully aided many ABS Licensees in achieving their personal and business goals.
**Tim Warren** has extensive training and 20 years of experience in Customer Relations and Support. He is the Director of Support and heads up our team of Licensees Coaches and Technology Partners to provide unequalled marketing and technical training and support for ABS Licensees. Tim and his wife, Robin, live in Alabama and are Certified Medical Revenue Managers and Trainers.

**Jason Pettit** has extensive training and 20 years of experience as a graphic artist. He completed his B.A. at LeTourneau University and is an accomplished musician with a band that landed a national recording contract. He enjoys spending time with his family including his three young sons. Jason’s passion in life is helping others succeed in their own business. As our Creative Director, he heads up development of all the professional marketing materials developed and utilized by ABS Licensees in their marketing to medical providers.

**Jo Ann Phillips** is our Materials Coordinator and assists with the production and shipping of our marketing and training materials. She schedules the shipping of our trade show displays, reordering of our marketing books and flyers and coordinates shipping and fulfillment. She has been with ABS since its inception having previously spent eight years working as an office manager for a group of physicians in Fort Worth.

**Dirk Davis** has spent the last 15 years helping others to be successful in their own business. Through leadership positions in a variety of industries he has helped countless individuals advance their careers while achieving and exceeding their goals, both personal and professional. He is a graduate of West Texas State University. His passion shines through as he helps folks realize their dream of owning their own Medical Revenue Management company offering the services provided through American Business Systems.

**Hannah Middleton**, Licensing Coordinator, oversees the day-to-day operations at ABS, as well as assisting our Business Reps. One of her most fulfilling tasks is helping our new Licensees in getting registered and booked for their Live Training Sessions. She enjoys helping launch new entrepreneurs on their way to freedom in their own business.

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WHAT IS INCLUDED?

**Certification**

Once you have completed your training, you will receive your Certified Medical Revenue Manager certificate (CMRM). This designation can be used on your business cards and other marketing pieces and is issued by the Medical Revenue Management Association of America.

**Support**

Lifetime Marketing and Business Support by Toll Free Phone, Email and Fax

Lifetime Access to our private Licensee Support Website (24/7). Training videos, documents, resources and links

Lifetime Access to our Private Licensee Forum (LinkedIn)

**Training**

**PRIVATE, ONE-ON-ONE LIVE TRAINING**

10 hours of live, online Training by a certified trainer including training on the iClaim Practice Management System and EMRx, the Electronic Medical Records System. It is interactive, utilizing the latest in audio/visual technology. You will also be trained on how to market to doctors, as well as all the Ancillary Services that ABS offers through Licensees, including AutoCard, QuickCollect, AuditGuard, CodeRite, CompliancyGuard, ChoicePay and iDocsNow.

You will be able to speak with and ask questions of a live instructor, as well as view slides on the topics covered, following along with your own printed copies of the slides. All handouts will be provided throughout the training as PDF downloads.
The Online Live Training Agenda

Module 1
Practice WorkFlow
Intro to Medical Billing
Business Operations

Module 2:
iClaim Overview
EMRx Overview
Demo Request Process
Homework: Demo review

Module 3:
Gov’t Quality Payment Programs o iClaim/EMRx Pricing
iClaim/ EMRx Hands- on
ChoicePay

Module 4:
iDocsNow
QuickCollect
AuditGuard_CodeRite
Compliancy Guard
AutoCard

Module 5:
Intro to Marketing
Warm Marketing
Business Networking
Homework: WarmMarketPresentation

Module 6:
Marketing via Classified Ads
Direct Contact
Marketing Sales Reps
Homework: Tradeshows and Educational events
Module 7:
New Thriving Practice
Lead Management & Follow Up Processes
Practice Analysis Questionnaire

Module 8:
Practice Analysis Results & Agreement
Implementation Process
Support
Review Modules

This industry is subject to the changes the Government makes in Medicare and HIPAA rules and regulations, therefore, this Training Agenda is subject to change as well. American Business Systems utilizes Certified Trainers who are also currently active in the medical billing industry. This assures you that you are being trained in the latest best practices for billing and revenue management as well as marketing methods that have been tested and proven by our Licensees over the past 25 years.
Continuing Education

Private Licensee Website

Our Licensee Support Site is a private website that you can only access with your individual ID and Password. This site has over 100 hours of video training modules that you can watch and listen to 24/7 from the comfort of your home. Use these to review material covered in our live training workshop or to train others you bring into your business, including data entry people and sales representatives.

Live Training Events

We also hold live webinar events using the latest multi-media presentations by our staff, support team members and guest trainers. Much of our training is done by Licensees who have built their own successful medical billing business and who are in the marketplace day-to-day. Many of these sessions are presented by a medical doctor we have partnered with to bring you insight into the way physicians think and why they do business only with knowledgeable professionals.

Individual Coaching

Our staff and support team members can give you any individual training you need, using technology that will allow you and them to see you and your computer screen simultaneously. We are able to provide anything you need to make sure you succeed in this industry - marketing guidance, software training, medical industry insight, you name it, we've been there and done that. Since 1994 we have successfully launched hundreds of people just like you into their own profitable medical billing business and we are here to support you for the life of your business at no extra cost to you!
Professional Marketing Materials

Included in your Business Package:

• License to market iClaim, EMRx, ChoicePay, AuditGuard, QuickCollect, AutoCard, CodeRite, iDocsNOW, CompliancyGuard, and any future services, at no cost

• *Thriving Medical Practice* book by Patrick Phillips and Vicki Rackner, MD

• 500 Full-color Marketing Flyers

• 1,200 Custom Printed Marketing Brochures

• 100 Professional Presentation Folders

• *How to Reprogram Yourself for Success* - book by Patrick Phillips

• Getting Started in Medical Billing Training Manual

• *Cash Crunch to Cash Flow* - book by Patrick Phillips and Bryan Malatesta, CPA

• Downloadable copies of all Contracts, Agreements, Marketing letters, Flyers, Faxes, Press Releases, Scripts, Proposals, Cover letters, PowerPoint Presentations and Videos via our private Licensee Support Website, 24/7.
Professionally Designed Web Site

Choose from multiple website template designs, contact forms with error checking, dynamic drop-down menus, savings calculators that show doctors how much you can save them and more.

Our website developer will add your logo and contact information and show you how to register your own domain name (i.e. www.yourcompanyname.com) and get your website up and functional within a few days after you complete your training.

You will have the ability to set up multiple email addresses for your new company. The Contact link on your site will allow prospects to request information from you and the requests will be emailed to you direct from the website.

You can make changes to your site as needed and can host your website wherever you choose.
Professionally Designed Customized Printed Materials

These materials will immediately set you apart from the competition. Years of testing have produced these highly effective flyers, postcards, books, folders, etc., customized with your own business name and logo!
You will have several revenue-enhancement services to offer to your clients, each of which can earn you substantial revenue streams.

**Billing System/Service**

With our cloud-based billing system, iClaim, you will be able to reduce a doctor’s claims rejection rate and help the doctor get paid faster from the insurance companies. We are the only Medical Billing training and support company that has a web-based billing system as part of your License.

100% HIPAA-compliant, the data is secured and stored on redundant servers with daily offsite backups. Our Licensees tell us this is the most advance yet user-friendly system on the market.

Includes a real-time scheduler that you can allow doctors and their staffs to access, 24/7, from any computer connected to the Internet. You can assign an unlimited number of users and you can store unlimited providers, insurance companies, patients and claims.

All medical codes (ICD and CPT) are included in the system and are updated by a certified medical coder, so the codes are always up-to-date accurate. The new ICD-10 codes are included in the system as well.

With real-time reporting, you and your doctors can see the status of their claims anytime from anywhere, using any PC with Internet connectivity. You can resell the system to doctors who do not wish to outsource their billing and you can offer live demos of the system to anyone at anytime by scheduling with our staff. We do the demos and answer all the doctor’s questions. You simply prepare the Proposal (with our help) and sign up the practice.
Included in the iClaim Billing System:

• Lifetime updates and upgrades to the system
• System availability 24/7, 365 days a year
• Unlimited users for you, your staff and the provider and their staff
• Unlimited providers, locations, patients, insurance companies
• Unlimited resubmissions (electronic or paper)
• Unlimited scanned attachments for patient identification
• Unlimited real-time financial reports
• Unlimited Electronic Remittance Advice
• Unlimited access to Patient and Resource Appointment Scheduler
• Unlimited automatic updates to all Medical Codes
• Edit/audit/scrubbing performed on every claim submitted
• Daily off-site backups of all data
• Download and export data at any time
• Patient Billing Statements printed and mailed for you
• Pre-collection letters printed and mailed
iClaim Operational Costs

One time setup fee: $250
Monthly fee: $254

iClaim Profit Potential

Setup fee collected from the doctor: $2,000-$5,000
Monthly charge to the doctor: 5%-9% of his/her total revenue
Electronic Medical Records System

Our new web-based Electronic Medical Records System has the flexibility to work hand-in-hand with any practice’s current work flow and is fully integrated with iClaim.

This state-of-the-art system gives medical providers the tools they need to effectively document and manage each step of the patient encounter, and unlike most EMR systems, EMRx is designed with the flexibility to each unique personal preference - not force them to adopt a rigid, unfamiliar, template-driven workflow model.

Features include:

- Web-based, runs on virtually any browser on Mac or PC
- Runs on virtually any iPhone/Android tablet
- Integrates with other HL7 compliant systems
- Customizable for each practice’s needs
- Certified for Meaningful Use government incentives
- ICD 10 Certified
- Intuitive Medical Charting with elegant, familiar interface
- Connects to all Major Labs for e-prescriptions
- Sophisticated, secure Patient Portal
- Drawing model allows doctor to draw on images or photos
- Collections Module
- Telemedicine Feature
- Appointment reminders - calls/texts
EMRx Operational Costs

One time setup fee: $250
Monthly fee: $339

EMRx Profit Potential

Setup fee collected from the doctor: $2,000-$5,000
Monthly charge to the doctor: $400-$600/mo
Patient Payment Plans

This service gives patients the option to pay balances they owe the doctor via a Web Based Patient Portal in full or in smaller installments. Payments can be made by Debit or Credit Card and there are no volume requirements. The system includes the Web Based Patient Portal and is a much lower cost option than traditional collection services. ChoicePay can integrate with most Practice Management Software, including iClaim.

Doctors rave about the increased revenue from ChoicePay and how it has freed their staff from the drudgery of chasing patient balances. Some practices have seen a 100% increase in patient payments using ChoicePay and love the convenience and privacy it affords patients.

Features include:

- Web-based, works with any browser on any platform
- Integrates with other systems
- Customizable to integrate with the Practice’s website
- Convenient payment options include Debit or Credit Card
ChoicePay Operational Costs

One time setup fee: $99

Monthly fee: $0.40 per transaction + 1% of volume

ChoicePay Profit Potential

Setup fee collected from the doctor: $300-$400

Monthly charge to the doctor: $1 per transaction + 5% of volume
Medicare Audit Protection

This new service helps doctors prepare for audits by Recovery Audit Contractors (RAC) with whom the U.S. Government has contracted to go into healthcare facilities and audit their claims. Their purpose is to determine if Medicare overpaid for procedures, and to see if they agree with medical determination of diagnoses and treatments.

These audits have recovered more than $300 million dollars in three years, which is why this has become a very lucrative business for ABS Licensees.

As an ABS Licensee you will have the opportunity to earn large fees for each baseline audit, and our Certified Medical Coders do everything for you. This includes preparing the audit report and a personal review of the report with the physician by a Certified Medical Coder.

You simply show the benefits to the providers, obtain a service contract and everything else is handled for you. This valuable service will open doors of opportunity to do their Medical Billing and provide other services as well.

ABS, utilizing Certified Medical Coders, will do a baseline audit, or review, on your behalf, of a random sample of patient files. Reviews are done by certified coders who have extensive experience in coding as well as government audits.

A detailed, comprehensive base-line audit review in advance of the actual RAC Audit is intended to assist the provider in identifying and correcting errors in the current billing and coding, and to make recommendations for areas of improvement. By catching errors well in advance, a practice can save thousands of dollars in Medicare overpayments.

The cost of doing an independent review, independent of Medicare, is minimal when you consider that not knowing what the audit contractors are going to find could cost doctors thousands in penalties and loss revenue. In addition, up to 15% of all providers may find that they are being underpaid by Medicare due to improper coding.

Medicare is not only looking to recover money, but to pay back underpayments as well. AuditGuard pinpoints these underpayments by Medicare and allows the practice to resubmit claims for correction. This has increased revenue up to 30% for some practices.
AuditGuard Operational Costs

One time setup fee: $750
Monthly fee: $0

AuditGuard Profit Potential

Setup fee collected from the doctor: $1,500-$2,000
Monthly charge to the doctor: $0
Collections Made Easy

This service automatically collects past-due accounts for doctors with these key features:

- The actual “collecting” is done by a 3rd party, not you or the doctor’s staff
- The letters sent are sent automatically and appear to be from the doctor
- The money collected is far more than what collection agencies collect (up to 41% of what is owed your client)
- The charge for this service is much less than what collection agencies charge (as little as 5% of the amount collected for your client)
- You make a percentage of all monies that are collected

This is a web-based system that is available 24/7 from any computer connected to the Internet so you have real-time processing and reporting available to you. This service can also be offered to general businesses as well as medical providers.
QuickCollect Operational Costs

One time setup fee: $270 + $12.95 for each account

Monthly fee: $0

QuickCollect Profit Potential

Setup fee collected from the doctor: $495 + $2.00 for each account

Monthly charge to the doctor: 18% of all collected monies
Follow Up System

Doctors are regularly losing patients due to lack of an efficient follow-up system. That’s where AutoCard comes in. This is a completely automated web-based system that allows you, as a Licensee of ABS, to send out check-up reminders, birthday cards, holiday cards, etc. to patients. And AutoCard does all the work for you. These are personalized by you for each provider and are full-color postcards and greeting cards that are printed sent through the US Postal System (not e-cards).

All you have to do is to enter a patient once into the online contact manager, and the system does the rest. Campaigns can be scheduled to go out automatically monthly. There are over 18,000 pre-designed greeting card and postcards for you to choose from and personalize.

The system allows you to add photos and you can even scan in the doctor’s signature and place it on each card to give it that personalized look. Signatures can be printed in blue ink to look even more “real” and you have a choice of fonts, colors, etc. to personalize each card as you and the doctor wish.

AutoCard is also your “automated follow-up system” for keeping your name at the top-of-mind for your prospective clients.

This service can also be offered to general businesses as well as to medical providers. Many ABS Licensees have built their business primarily through the automation of AutoCard.
AutoCard Operational Costs

Per postcard: $0.31
Per greeting card: $0.62

AutoCard Profit Potential

Per postcard: $1
Per greeting card: $2
Medical Coding

All of the medical codes (diagnostic and procedural) are in the iClaim system and are constantly updated by our Certified Medical Coders. As an ABS Licensee you will simply input the codes provided by the doctor and our System checks the codes for accuracy on several levels before accepting the claim. Thus, as an ABS Licensee you don’t need to be knowledgeable in medical coding to be successful in doing the Medical Billing for doctors. More than 85% of our Licensees know nothing about coding.

However, many of our Licensees have found that there is a huge need for doctors to have access to Certified Coders due to the changing nature of the codes, as well as their own lack of training in selecting codes that optimize their income, and keep them from getting fined by Medicare due to over-coding.

This opens up a huge market for you as a Licensee to offer coding support services to medical providers.

Coding Support

As an ABS Licensee you will be able to furnish health industry providers with an extremely cost-effective, uncomplicated on-site or remote coding and auditing platform.

CodeRite is a powerful web-based application that increases productivity in the medical coding process, delivers a configurable framework to easily manage workflow, affords multiple levels of access, and monitors coder productivity.

Medical charts are scanned, indexed, and securely uploaded to our servers and routed to a coder's work queue for processing and submission to a dedicated hospital abstracting system.

Coding managers and auditors can perform quality assurance and monitor production, while storing the coded charts for future retrieval by medical personnel online.

Features include:

- Flexible HL-7/web service interface to other applications
• HIPAA compliant performance and audit reports
• Real time management of coding staff
• Work queue structure to route and assign records
• Simple, user-friendly web-based application interface
• Immediate deployment
• Secure encrypted platform
• Unlimited, full-time access to file documents
• Access to IT support, help desk and administration services
• Simple pricing model
• Administrative online tools
CodeRite Operational Costs

Per claim: $3.50
Monthly fee: $0

CodeRite Profit Potential

Per claim: $4-6
iDocsNow is a secure web-based platform specially designed to transition any organization from managing hard copy paper records to a state-of-the-art electronic document system.

Built on web-based Internet technology, iDocsNow requires no additional software, hardware, space or support personnel. This platform enables you to provide an extremely usable, high performance, secure and accessible product with a quick and easy implementation and deployment schedule.

iDocsNow is an electronic document management solution allowing organizations to securely scan, capture, retrieve and view documents from any Internet connection in a simple, cost-effective manner. iDocsNow works in concert with virtually any IT system, allowing quick, seamless integration.

iDocsNow has unlimited scalability making it ideal to provide benefits to smaller sized organizations with a handful of critical users and equally suitable to larger enterprise-wide deployments with hundreds of employees who need worldwide access.

Project access and specific functionality limitations result in maximum control with extensive security level options for user groups.

Features include:

- HIPAA compliant audit logs and reports
- Management of work queues
- Ability to scan, view, print, route and store medical charts
- Simple, user-friendly web-based application interface
- Immediate deployment
- Secure encrypted platform
- Unlimited, full-time access to file documents
• Access to IT support, help-desk and administration services
• Simple pricing model
• Data securely hosted on our servers
• Ability to grant temporary, limited, secure access to external users
• Creates complete audit logs of all user and document activity
• Simple, user-friendly web-based application interface
• Simple pricing model
• Online administrative tools
iDocsNOW Operational Costs

One time setup fee: $150
Monthly fee: $50 on avg

iDocsNOW Profit Potential

Setup fee collected from the doctor: $500
Monthly charge to the doctor: $150
HIPAA Compliancy

CompliancyGuard is a simple and cost-effective compliance tracking solution that satisfies HIPAA, HITECH Risk Assessment, and Omnibus Compliance. It is a total solution approach to compliance utilizing a three-step methodology. This process reduces complexity and provides solutions for all of your compliancy needs using our proprietary, cloud-based system.

Offer our proprietary Achieve, Illustrate, and Maintain methodology and experienced Compliance Rep support to address the entire set of healthcare compliance regulations for your clients.

**Achieve** - Work with a HIPAA Coach to: Self-audit, identify deficiencies (Gaps), and correct the Gaps (Remediate) with built in Training, and Policy & Procedure templates.

**Illustrate** – Help your medical offices to be prepared to show Auditors, Covered Entities, and Business Associates their total compliance plan and due diligence with extensive reporting, tracking, and attestation tools.

**Maintain** - Compliance does not end. It is an ongoing process to review vendors, employee training and incident tracking.
CompliancyGuard Operational Costs

Per Client: $1,400

CompliancyGuard Profit Potential

Retail to client for $2,000

Profit: $600

[Bar chart showing profit potential for different client numbers]
Operating Costs

Start-up/operational costs are typically very low, because ABS is not a franchise. Most of the ongoing operational costs are going to be determined by you and your goals for the business.

**One Time License Fee: $26,990**

Includes initial live training, lifetime support, lifetime access to the iClaim system and all other services mentioned in this report and initial marketing materials.

**Marketing**

This cost will probably vary the most depending on the methods you utilize (i.e. direct mail, networking, faxing, email, webinars, trade shows, seminars, etc.) Our professionally designed postcards, flyers, books, and presentation folders are all priced lower than you could produce them yourself. You receive over 2,000 pieces in your initial Business Package when you sign up as a Licensee. Most Licensees find that this is plenty of marketing materials to get their first client. See “What You Get For Your Investment” above.

**Equipment**

You will need a computer that can access the Internet (Mac or PC). Other items to consider would be a printer, e-fax service, business phone line or a virtual office number. We cover these topics in our Training, but your ABS Business Development Rep can help you with any questions about these items. And once you become a Licensee, you will have unlimited access to our Support Team for help with these matters.

**Insurance**

Some Licensees purchase an “Errors and Omissions” policy that covers them for errors or unintentional omissions, but there are currently no known regulatory requirements for insurance and this E&O insurance is fairly inexpensive and is totally optional. Most of our Licensees do not feel the need for this, as they are careful to input only what the doctor and their staff provide to them.
Legal fees

There will be a cost to register your business in your county or state. This is usually a nominal fee to cover putting your company name in their database and issuing you a certificate of some sort that will allow you to open a bank account in the name of your company. You may wish to set up your company as a Sole Proprietor, Partnership, Corporation, Limited Liability Company, etc. If so, you will incur the cost of setting these types of entities up with your state or paying an attorney to assist you.

Licenses / Training / Dues

There are no additional mandatory licensing or schooling requirements to process medical claims by any state or federal agency. Any miscellaneous licensing by your city will be explained when you register your company name with your city or county registrar. You will get all the training you need to run your Medical Billing business through our Live Training Workshop and our private Licensee Support Site. There are over 100 hours of video training modules and many other marketing tools and resources on this site (www.absslss.com) and you will get an ID and Password once you have completed your paperwork and become an ABS Licensee.

System Access Fees

You will need a login for each doctor that you sign up (you can have unlimited users). The signup fee for the iClaim/EMRx system is covered by the Setup Fee you charge the practice when you sign the agreement with them for doing their billing. The monthly access fees are covered by the percentage you charge each month for the money collected for the practice. These fees are based on the number of medical providers in the practice.

The clearinghouse is built in to our iClaim billing system so there is never a fee for submitting claims. You can find out more about the fees for each of our services from your ABS Business Development Rep.
Potential Costs You May Incur

- Biz Entity (LLC, etc) setup fees (legal fees) $100-$500
- Computer/Printer $0-$1500
- Insurance - $100-$500/yr
- Website Hosting/Email - $100/yr
- Trade Shows $100-$500
- Networking Group Fees (BNI, etc) $0-$500/yr
- Sales Rep fees including cost to post on online sites $75-$300
- Mass Mailers $100-$500
- ABS Custom Printed Materials (after your initial 2,000 flyers) $100-$350
Testimonials from Medical Providers

“I have implemented some of the cash-flow solutions with American Business Systems and they have been a tremendous help in getting my money faster—and more of it—from both patients and insurance companies. By outsourcing your billing, your cash crunch might just turn into cash flow as mine did.”

Dr. John M Walker, Internal Medicine, Scottsdale, AZ

“Outsourcing provides the ability for doctors to focus on their core competency and not just survive, but to succeed and even thrive in this challenging era of fiscally oriented medicine.”

Dr. Dean Otaka, Family Medicine, Aiea, HI

“Outsourcing has allowed me to spend more time taking care of patients while not worrying about the headaches that are involved with billing and the regulations that go with it. This allows me to not have the overhead of an individual that I would have to pay to do my coding, do my billing and make sure that we’re compliant with all of the regulations from Medicare and the other health insurance companies.”

Kevin Theodorou, MD, Internal Medicine of the Valley, PLC, Phoenix, AZ

“Outsourcing has allowed me to get better reimbursement on my claims because I have a whole billing company behind me to check things and take care of that.”

Donna Catanzaro, MD, Phoenix, AZ

“When I outsourced by billing I was able to give my headaches to them. They can deal with each and every claim, and is it properly filed and is it filed within a timely manner and deal with the insurance company, when they deny, why did they deny what is it that we need to correct. It doesn’t have to be my personal headache!”

Asli Cakmak, MD, Scottsdale, AZ
START YOUR OWN MEDICAL CLAIMS BILLING SERVICE

Entrepreneur Magazine publishes this book to help give you a good overview of the Medical Billing business. There are many different ways to get technical training, as well as many options for software/clearinghouses, etc. When it’s all said and done, you will probably spend close to the same amount of money as the cost of an ABS license, without the help in getting clients.

THE NEW THRIVING MEDICAL PRACTICE

*How to Get Off the Hamster Wheel, Work Smarter (Not Harder), Generate More Revenue and Enjoy Greater Career Satisfaction in the Era of The Affordable Care Act.* This book co-authored by Patrick Philips and Vick Rackner, MD, will give you a good overview of what physicians are facing in today’s healthcare world and the solutions you can provide for them as a Certified Medical Revenue Manager. Ask your ABS Business Development Rep for a digital copy of this book.

All the above books are available on amazon.com or in your local bookstore.

Ask the ABS Business Development Rep that sent you this document for more information about our opportunity. Not sure who to call? Call the main number below and someone will gladly help you!

1-866-565-8413
www.ABSystems.com