



GordanJacobs™
EVV SERVICE BUREAU

Corporate Brochure



Welcome to the **GordanJacobs™** EVV Service Bureau

The **GordanJacobs™** Firm, a national medical billing operation located in Connecticut has opened an EVV Service Bureau division to assist the Home Health Service Providers with services related to electronic visit verification systems through our exclusive EVV Management Service Solution.



Our History:

In 2009, Joe Graley started a small medical billing company called JF Graley & Associates with the focus on the medical claims operations within the patient management process. The goal was to increase practice revenues by reducing claim rejection and denials, thus increasing practice profits while lowering fixed operational cost for clients. Utilizing Joe Graley's technology background, claim processing methodologies were developed and perfected. These perfected processing methodologies were offered to medical providers and JF Graley & Associates grew to serve clients throughout New England as a leading medical billing outsource solution. Early in 2015, Joe Graley set his sights on creating a national brand for medical billing services offered nationwide and the **GordanJacobs™** Firm was formed.

The EVV Service Bureau:

In early 2016, a few of our billing clients contacted the Firm to discuss the forthcoming EVV System that was to be mandated within the state of Connecticut for the Home Health Service Providers. Since the **GordanJacobs™** Firm was currently managing their Medicaid claims, it was a natural fit for our Firm to manage their evv system as well. Again, leaning on Joe Graley's technology background and claims processing experience, he studied the objectives, requirements and processes of the evv system platform from a client business perspective. He began to develop processing methodologies to effectively manage critical day-to-day operations and enhance an evv system performance. These processing methodologies later evolved into the Service Modules now offered within the EVV Management Service Solution (EVVM) offered to Home Health Service Providers nationwide through the **GordanJacobs™** EVV Service Bureau. Currently the **GordanJacobs™** Firm offers its EVVM services to providers in 17 states and growing.

Why Is EVV Here?

On December 13, 2016 then President Obama signed the 21st Century Cures Act which promotes and funds the acceleration of research into preventing and curing serious illnesses; accelerates drug and medical device development; attempts to address the opioid abuse crisis; and tries to improve mental health service delivery. The Act includes a number of provisions that push for greater interoperability, adoption of electronic health records (EHRs) and support for human services programs.

The 21st Century Cures Act is broad and covers many health-related topics, including requirements for electronic visit verification (evv). The bill outlines that each state will be allowed to decide how visits are verified. Each state must institute evv for Medicaid programs by January 1, 2019, or they will be faced with reduced



government payments.

In regards to personal care services or home health care services, “electronic visit verification system” means visits conducted as part of such services are electronically verified relating to the:

- Type of service performed
- Individual receiving the service
- Date of service
- Location of service delivery
- Individual providing the service
- Time the service begins and ends

The 21st Century Cures Act does not mandate a specific verification system, creating an opportunity for providers to collaborate and lobby their states to adopt “open” evv standards. In this case, the provider could supply the data to the state using one of five verification methods that best suits their agency’s needs. However, if states do mandate a particular vendor or evv system, providers may be challenged with costly vendor changes or accepting inferior verification methods.

Your Department of Social Services (DSS), their MMIS contractor may be working to implement evv in conjunction with your state Medical Assistance Program.

What We Do:

Our Firm specializes in the claims operations within the clinical, non-clinical and home health services area using the evv system platform. We assist our clients with the tedious daily tasks in follow-up exception confirmations and claims billing through our exclusive EVV Management Service Solution (EVVM).

More importantly, our EVVM Service Solution ensure that your agency maximizes the monetary value of each consumer/client care plan while reducing adjudication liabilities and compliance liabilities found within the current version of the evv system platform.

For the first time your state agency now has “eyes” into your daily operation with regards to your staff, consumer care plans, scheduling, performance, documentation, and billing practices.

The use of the evv system within your agency will offer benefits by increasing performance levels of services offered and create efficiencies within your operation. However, such benefits will come at a cost to your operation. The big question is will the benefits of the evv system outweigh the cost to your current operation?

Protecting Your Revenue

Understand this, the evv system, by design, was developed to cut operational cost and reduce revenues paid onto the provider of services (YOU) from state and federal Medicaid programs. The operation of your evv system will require trained, dedicated staff that will interact with the system daily to reduce potential revenue loss that will impact your business.



Will your operation be successful with EVV?

The **GordanJacobs™** Firm has developed a powerful service solution to assist the Home Health Service Providers with the management of their evv system platform throughout the USA.

The EVV Management Service Solution (EVVM) was developed to work in "conjunction" with the functionality of the evv system to protect and enhance revenue collection using our state-of-the-art technology, proven evv methodologies, effective evv system management procedures and highly trained staff. The result is an outsource service solution dedicated to serve our clients with reduced in-house operational cost and increased revenue collection with the use of their evv systems platform.

Our exclusive EVVM Service Modules manage the critical day-to-day operations of your evv system. Our people, remotely, maintaining and managing your evv system daily. We pay close attention to every detail within every event that impacts the billing process and your revenue.

The EVVM Service is an outsource solution containing five (5) Service Modules that manages and maintains core evv functionality (IN) through our methodology procedures (OUT) to protect and enhance your revenue collection while creating accurate system documentation.

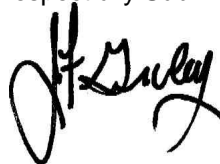
The EVVM Service Modules are offered to our clients within two affordable options: Standard Service Package and Enhanced Service Package.

Meet Joseph F Graley VI

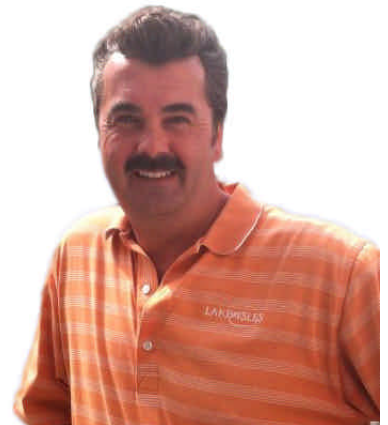
Founder & CEO of the **GordanJacobs™** Firm

*"When your operation utilizes our EVVM Services to manage and maintain your evv system you will save time and money, protect and enhance revenue collection while reducing adjudication risks and compliance liabilities found within the current version of your states evv system platform. Here is my invitation, lets open a conversation to discuss your evv system, our approach and how to help you succeed with evv moving forward. Call me at **1-800.523.1561 x701**, I look forward to speaking with you"*

Respectfully Submitted,



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Why Choose **GordanJacobs™** EVV Service Bureau?

Here are some key points you should consider when making this decision.

Experience - All of our evv personnel at the **GordanJacobs™** EVV Service Bureau have already been trained to work on your evv system and are ready to serve your organization. One of the many benefits our EVV Service Bureau offers your agency is no need to hire and support dedicated internal staff to function your evv system.

Effective Service Modules - With our people, remotely, maintaining and managing your evv system, daily, through our exclusive EVVM Service Modules. We pay close attention to every detail within every event that impacts the billing process and your revenue.

Maximize Revenue Efficiencies - Once your operation becomes a client of the **GordanJacobs™** Firm, we begin to manage your event exceptions and we look for patterns. Every client we serve has a unique pattern that will ultimately effect the revenue collection within their evv system. With our experience with working with several different types of provider clients, based on your particular system pattern, we fine-tune your system to capture as much revenue your authorizations will allow. Bottom line here is, your internal staff will not have the experience of multiple client evv systems to benefit and adjust your evv operation.

Our Efficiency At Work For You - At **GordanJacobs™** our evv maintenance and management service modules, processes, efficiencies, technology and scale are already in place from the first day you become a client of the EVV Service Bureau. Simply put, we do a better job of managing and supporting an evv system than your in-house teams. Our staff is thoroughly trained on evv system methodologies and procedures. We will begin the management and maintenance of your evv system within 24 hours after your initial account setup is complete. We are ready to work for you.

Revenue Loss Prevention - Unfortunately, internal evv departments can be hotbeds for lost or uncollected revenues. General employee neglect that can go unnoticed without strict supervision that can cut deeply into your care plan revenues and effect your bottom line. Examples; think ignored event exceptions, unresolved events, mismanaged event scheduling and poor care plan management can add up to serious amounts of lost revenue over time. We are very pleased with the results we achieve through the EVVM Services for our clients. We create an increase in collectable revenues for more than 97% of our active clients.

Transparency - The **GordanJacobs™** Firm functions its maintenance and management service modules through a Service Portal. Our highly trained staff monitors and manages your evv system remotely through the evv system login privileges function. All of our work is tracked and documented within your very own evv system. Your agency will have complete oversight to the maintenance and management functions we perform for your organization.

MORE Than Just Technical Support! - To successfully function your evv system, providers need more than just technical support from the evv system vendor(s) to maintain expected revenue collection from their billing activities moving forward. Only proper event maintenance and management procedures will allow your operation to maintain the expected revenue captured and received by your evv system. This is where our experience and knowledge of evv systems



shine for our clients. Technical support does not equate into client service. Our view of "Client Service" goes above and beyond just technical support. We offer a team approach with a focus on your business, as a whole. Our Client Service makes your evv system manageable, affordable and work for you like no other vendor could.

Here For Your Financial Interest - When a problem arises, outside of evv system functionality, with regard to a claim, whom would you call? More importantly, what would you say to address the problem? Problems with claims happen. Our clients call upon our experience in claims processing to identify what happened to the claim and how to best resolve the issue, quickly. Based on the situation, we identify the issue and direct you as to whom you would need to contact regarding the claim and what are the elements of the claim that need to be addressed. We process hundreds of claims daily and we have, for the most part, seen it all.

Most importantly, we work for you and only **YOU!** Our Firm is the one point of contact within the process, from the payor through the evv system vendor onto your operation, that works solely for your financial interest.

Reduce Your In-House Cost - The expenses of paying your staffs' salaries, covering employee benefits, office space and purchasing technology systems such as computers generally add up to more than is commonly paid out to a third-party service bureau like the **GordanJacobs™** Firm. Additionally, the ongoing training of your staff to properly function your evv system will become very costly.

Fixed Cost - Our EVVM Services are offered at a fix fee percentage for evv system maintenance and management services performed. Pricing is calculated based on the total billable amount generated out of your evv system. This pricing feature also allows you to forecast your fixed cost as your operation grows. Put your evv system in the hands of the experts for just pennies on the dollar.

Adjudication Risk Reduction - Our EVVM Services is your agency's main line of defense against forthcoming adjudication risk liabilities and compliance liabilities that have yet to be announced by your state agency. Our system verifies and documents every system exception issue and records the action needed to convert an exception to a billable event.

Employee Issues - If your in-house evv department consists of only two or three staffers, your operations and cash flow can be significantly stalled when even just one employee gets sick, goes on vacation, takes a leave of absence or resigns altogether. With **GordanJacobs™**, we offer our clients a redundant, experienced evv staff available 365 days a year to maintain timely evv maintenance efforts and a consistent cash flow for your operation.

Opportunity Cost - With all the things you need to do at this crucial point in building or administrating your operation, is it the best idea to put a great deal of time, money and effort into hiring, managing and overseeing staff for evv system functions? We assist our clients with the tedious daily tasks and follow-up functions of your evv system, therefore, allowing YOU to concentrate more in servicing your own clients/consumers.

Be Aware Of This - The number one change you can make in order to maximize your care plan reimbursements is to put your evv system in the hands of trained experts.



Why Handle Your EVV System In House?

Do what you do best and outsource the rest...



Perhaps, you have experienced how time consuming your evv system is to operate, daily. You may be feeling overwhelmed getting through the daily tasks just within the event exception maintenance area of the system. You may also be concerned with the proper way to clear an exception on an event to make it ready for billing. Bottom line, you are spending much more time on your evv system than you ever thought you would.

Why waste your valuable time and resources such as space in your facility on an administrative function that can be better handled elsewhere? Most provider agencies don't have a CPA on staff and more provider agencies across the country are handling their evv system maintenance in the same way; by outsourcing it to a team of experts available at **GordanJacobs™** EVV Service Bureau.

Outsourcing your evv system maintenance to an expert service bureau allows you to concentrate on providing services to consumers within your community rather than administration and operations. With limited staff, state agency cuts, reimbursements shrinking and costs rising, relying on experts to manage your evv system and collect all the monies you're owed is now more important than ever.

Behind every great Service Provider is an experienced EVV management team...

Here's where **GordanJacobs™** comes in. We're a leading provider of clinical and non-clinical billing services and evv system services in the U.S., providing premium service on a local and national level through our corporate facility located in Connecticut.



There's a reason that most of our new business comes from referrals from other service providers and that is the excellent support and service we give our clients.

It is our mission to obtain accurate, complete and timely payment from all third party payors for our clients using state-of-the-art technology, proven billing methodologies, effective control systems and highly trained staff.



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Reduced In-House Operational Cost

Ask yourself this most important question:

Why are you managing your evv system in-house?

Before you answer, ask yourself the following questions:

- Do you have a complete understanding of how your evv system works from a "business" perspective?
- Do you have experience with working your evv system above technical functionality?
- Do you have the knowledge to make adjustments that will have a positive affect on your collectable revenue?
- Are you or your staff spending much more time functioning your evv system then you ever thought you would?

Without complete **understanding**, **experience** and **knowledge** of your evv system:

Why would you manage your evv system in-house?

All of our current clients, when ask this question, answerd with one or both of the following responses:

- They didn't know of any option other than to manage their evv system in-house.
- They also thought that in-house evv management would be the most cost efficient.

If you knew of an option that was more cost efficient and most importantly, an effective management solution to function your evv system— wouldn't you consider it?

Your Outsource Service Solution Option

Now you have a powerful option that is not only cost efficient but is the most effective management service solution for your evv system.

Perhaps, you have yet to -OR- have already experienced how time consuming your evv system is to operate, daily. You may be feeling overwhelmed getting through the daily tasks just within the event exception maintenance area of your evv system. You may also be concerned with the proper way to clear an exception on an event to make it ready for billing. Bottom line, you will be -OR- are currently spending much more time on your evv system than you ever thought you would.

Our EVV Management (EVVM) Service Solution was developed to work in "conjunction" with the functionality of the evv system to protect and enhance revenue collection using our state-of-the-art technology, proven evv methodologies, effective control procedures and highly trained staff. The result is an outsource service solution dedicated to serve our clients with reduced in-house operational cost and increased revenue collection with the use of their evv systems platform.



What Is The Cost To Outsource Your EVV System? — Pennies!

With our Standard Service Package: For every dollar successfully billed through your EVV System...



...Your cost is only 3.5¢



Wait... What?

NO Restrictions Apply!

Explore the benefits of our EVVM Service Solution. Put your evv system in the hands of the experts for just pennies on the dollar.

“... we use the GordanJacobs Firm to manage our EVV System and they’re worth every penny! ... their process captures more money for my agency.”

Question: When your office copier breaks, do you attempt to fix it yourself? OR, do you contact an expert with copier experience and the proper tools to complete the job in less time and money than doing the repair job yourself?

It would be the same with your evv system. Would you not enlist an expert evv management service solution company to properly function your evv system at less cost AND that will allow you and your staff to focus on the provider side of your business? Did you start your provider business to service your own clients OR to become an evv systems and billing expert?

Easily off-load cumbersome daily evv system maintenance and billing processes to the **GordanJacobs™** Firm and put more focus on the provider side of your business.

Have You Considered Your “True Costs” of In-House EVV System Management?

Quite simply, it is just more efficient to outsource your evv system services. When you add up the costs involved in hiring, training and employing in-house dedicated evv staff (not to mention the cost of office space, compliance plans, software, computers, etc.), these costs usually significantly exceed that of sending your evv maintenance and management to an outside source. Add to this the fact that your staff is paid irrespective of the amount collected.

To calculate the true costs of billing in-house, remember that salary is typically only about 65-70% of your employee costs when you figure in payroll taxes, FICA and insurance. The total actual costs you need to include when comparing to a third-party medical billing service are:

- EVV specialist's employee salary
- EVV specialist's employee benefits (to retain such talent)
- Worker's compensation and FICA
- Healthcare insurance
- Vacation, sick leave, etc.
- Performance bonus (again, to retain such talent)
- Computer hardware purchase, maintenance and upgrading



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- Software purchase, training and renewal

Now add in the paperwork cost of administering these employees. Plus, when your evv specialists are sick or on vacation, you're still paying them, for not working.

When you outsource your evv system maintenance to our professional evv service specialists, the overhead is ours, not yours.

You focus on your consumers, we'll focus on getting you paid for services provided.

Our EVV Management Services

Maximize care plan reimbursement with our comprehensive EVV Management Service Solution (EVVM). Our EVVM Service Solution frees you from the costs and tasks of managing a complex evv system and personnel. Easily off-load cumbersome daily system maintenance and billing processes to **GordanJacobs™** and put more focus on the provider side of your agency.

Explore The Benefits Of EVVM Service Modules...

- Manage Your EVV System Efficiently & Affordably
- Reduce Billing Complexity
- Maintain Complete Visibility
- Stay Ahead Of Adjudication Risks & Changes
- No Risk - You're Not Locked In To A Long-Term Service Contract
- HIPPA Compliant Facility & Staff
- Improve Operational Cash Flow
- Significant Cost Savings, Overall

How Complicated Is Outsourcing My EVV System?

Simply put, not complicated at all. If you can print, sort, scan and send, then your evv system will be in the hands of the experts via our Cloud system. It's just that simple.



Our approach within our EVV Management Service Solution is really quite simple: [— If This, Then That—]. We train your staff on how to interact within our management solution.

Complete and confident training of your staff will take less than 30 minutes. Plus, all clients receive an EVVM Client Operational Manual that covers all of the functional aspects of our service solution. One dedicated point-of-contact is all that will be required from your operation to fully function your evv system utilizing our EVV Management Service Solution.

The **GordanJacobs™** Firm EVV Service Bureau was established to be a world-class service provider in the evv system space. Our proven maintenance and management methodologies coupled with our effective control systems and with a highly trained staff ensures a seamless outsourcing experience for your evv systems operational needs.



No Long Term Service Contract!

Wait, What? That's right! We are so confident in our EVV Management Service Solution that we offer our services with no long term contracts that would "lock" you in to our services offered. Our EVVM Services are offered to you within a simple, 30 Day Service Agreement that renews monthly. Why do we do this? Simply put, we desire to "earn" our stay with your operation. We work very hard to satisfy our clients and help them to succeed with their evv systems, daily.

Our Service Solution— An ASSET For Your Agency

The **GordanJacobs™** Firm, a national medical billing operation located in Connecticut has opened an EVV Service Bureau to assist the Home Health Service Providers.

Your state Department of Social Services (DSS), their MMIS contractor may be working to implement electronic visit verification (evv) in conjunction with your state Medical Assistance Program.

What does this mean to you the service provider?

As of this writing, if you are a provider of services within your state, you may be required or rather 'mandated' to use an evv system to dispense services offered and bill claims onto the appropriate payor within the evv system or you will not get paid for services provided. Most of you, if not all, may be forced to use a system that you did not select nor test drive before you were required to utilize.

Yes, there will be many training manuals distributed and many workshops scheduled and attended, yet the feeling of uncertainty still looms in the offices across the country.

Without question, your states decision to head in this direction and implement the use of an evv system to all of its providers of service throughout the state was smart and well planned. The evv system, as a whole, was designed and developed to create efficiencies across the board from care plan management, scheduling, compliance, billing and level of services provided to the end user, the Client/Consumer.

The evv system is BIG and has many moving parts working in conjunction to improve the level of services provided. This "is" a good thing however, the burden has fallen on the provider to effectively use an unfamiliar system to essentially conduct the same level of service your agency is already performing.

Many of you have systems currently in place to manage and perform services provided. Now, it seems that your administrative work flow has doubled. In many situations, it has. You are still using the management and performance systems put in place by your operation to conduct your day-to-day functions as a business. To add to this, you are now required to use a system that, for the most part, duplicates your daily functions in order to get paid for services provided.

Bottom line, the use of the evv system by your operation will come at a cost to your business. You will need to train already over-worked staff and/or hire new dedicated staff to interact with the EVV system, daily. The concept behind creating an EVV Service Bureau was to make available trained evv staff to 'properly' maintain your evv system remotely. One dedicated point of contact within your



organization is all that will be needed to successfully function your EVV system working with our EVV Service Bureau. Remember, “We make EVV Manageable.”

More importantly, you need to consider “adjudication” risks and compliance liabilities when working within your evv system. The word ‘adjudication’ is defined as a formal judgment on a disputed matter. This word has appeared several times throughout the evv publications delivered to your operation. Your state agency intends to use the information gathered within your evv system when conducting their annual audits upon your provider organization. Simply converting an event exception to a confirmed status without proper documentation will create future financial risk to your operation.

Currently, your state agency is assessing the vast amounts of data that an evv system creates, daily. It has yet to be announced as to how this data will be used in the adjudication of claims processed for your operation. Only proper exception maintenance and management will reduce the risks associated with the forthcoming adjudication actions. This is something very real and very important to consider when your internal staff works your evv system. Our Exception Verification system is your agency's main line of defense against forthcoming adjudication risk liabilities and compliance liabilities. Our system verifies and documents every system exception issue and records the action needed to convert an exception to a billable event.

When your operation utilizes our EVVM Service Solution to manage and maintain your evv system you will save time and money while reducing adjudication risks and compliance liabilities found within the current version your state's evv system platform.

We Challenge You...

Here is your call-to-action. We challenge you to find a more complete and effective evv management service solution of your system that protects and enhances collectable revenue, reduces operational time and expense that only cost pennies on the dollar.

Download and study our EVVM Service Overview & EVVM Service Detailed Overview brochures as well as our Case Study: Cost vs. Revenue.

Contact an Account Representative for complete details on how to engage our EVV Management Service Solution for your business today.

