



**GordanJacobs™**

A National Medical Billing Firm



Introducing **GordanJacobs™** — a National Medical Billing Firm.

Our Firm specializes in the medical claims operations within the patient management process. We assist our clients with the tedious tasks in claims billing and follow-up functions therefore, allowing YOU to concentrate more in your field of medicine and servicing your patients while we capture the revenue earned.

**If you read nothing else, read this...** Working with the **GordanJacobs™** Firm you are guaranteed to increase your practice revenues by reducing claim rejection and denials thus, you will increase practice profits while lowering your fixed cost. If that wasn't enough to get your attention, you will also get paid **FASTER!**

As a valued client of **GordanJacobs™** you'll have access to our expertly trained staff within specialized departments within the Firm relieving you from the tasks and costs of managing complex software, procedure systems, current knowledge base and training of personnel. The structure that makes the **GordanJacobs™** Firm is as follows:



Claims Intake Department

Claims Management Department

- Claims Examination Group
  - Claims Inspection Team
  - Claims Denial Team
  - Claims Appeals Team
- Claims Processing Group
  - Claims Submission Team
  - Claims Payment Team
  - Claims Reporting Team
- Patient Demographic Group

Technology Department

Educational Support & Training Department

With **GordanJacobs™** you will see a significant increase in your accounts receivable while lowering your short-term and long-term operational cost. This is a Win/Win for your practice.

We have a dedicated team of experienced medical billers working together to maximize your reimbursement and reduce your unpaid claims. The majority of our time is spent processing and tracking your medical claims as well as following up on unpaid submitted claims. This is the Firm's number one priority in making sure your practice collects what is due.

On average, insurance companies are purposely holding back 30-35% of your payments, delaying your payments or denying claims filed for no other reason than a re-submission of claim or for prompt follow up attention. Our Firm aggressively follows up in a methodical way to collect on every claim we submit for our clients. We file all primary and secondary claims electronically upon receipt of the primary EOB assuring quality and attention to detail. This ensures we collect every dollar for your practice.

Our medical billing service was created to be a One-To-One solution focused on your profitability— whether you are a solo practice, a group practice, or a large



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hospital group. This unique One-To-One service approach means you are always in close contact with those who do the work within the Firm. Even our smallest clients have direct access to resources and vast experience like those of a large organization. Our competitors simply can't match this unique combination of personal attention and sophistication. May we ask, will you let our Firm serve you?

Our very purpose here at the **GordanJacobs™** Firm is to maximize your allowable reimbursement, period!



Our services and systems are designed to get you paid faster, reduce claim rejections, track claims efficiently and aggressively follow up on unpaid claims. We are committed to paying attention to the details and know the importance of using the correct current ICD 10 and CPT codes as well as the applicable modifiers.

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

By outsourcing to the **GordanJacobs™** Firm, physicians can do what they do best instead of focusing on billing administration. Healthcare billing is an ever more complex endeavor with the constant changes in rules, updates and compliance regulations from the insurance carriers. Add to this the ICD-10 changes in effect and the greater efficiency of teams dedicated to do nothing but medical billing. You can see why more and more physicians choose **GordanJacobs™**.

Again we ask, will you let our Firm serve you? Our medical billing services are on a monthly subscription basis starting at less than \$500 per month. Contact an Account Representative today for additional information on how you can start receiving the benefits of the **GordanJacobs™** Firm for your practice. It just may be the most important call you make.

Respectfully Submitted,

Joseph F. Graley, VI  
CEO/President  
**GordanJacobs™**, Inc.  
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A National Medical Billing Firm  
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## Why Choose GordanJacobs™?

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

**Cost** - The expenses of paying your billers' salaries, covering employee benefits, office space and purchasing technology systems generally add up to more than is commonly paid out to a third-party medical billing service like **GordanJacobs™**.

**Experience** - All of our medical billing personnel at the **GordanJacobs™** Firm hold one or more of the following certificates; CPC, CPC-H, CCS and CMBP.

**Efficiency** - At **GordanJacobs™**, our medical billing processes, efficiencies, technology and scale are already in place from the first day you become a client. Simply put, we do a better job of collecting more of the receivables than your in-house teams. Our staff is thoroughly trained on our billing system methodologies and procedures. We will begin process your medical claims within 24 hours after your initial account setup is complete.

**Transparency** - A medical billing company like ours can supply you with comprehensive performance reports automatically or upon request. This capability grants you unparalleled visibility into your billing operations without requiring you to manage any staff.

**Fixed Cost** - Our 'Provider Office' Service Plans offer our clients a fix fee for unlimited claims processed. Our fixed monthly fees are based simply on the number of providers within your practice or group. This pricing feature also allows you to forecast your fixed cost as your practice grows.

**Opportunity Cost** - With all the things you need to do at this crucial point in building or administrating your practice, is it the best idea to put a great deal of time, money and effort into hiring, managing and overseeing staff for non-clinical functions? We assist our clients with the tedious tasks of claims billing and follow-up functions therefore, allowing YOU to concentrate more in your field of medicine and servicing your patients.

**Liabilities** - Unfortunately, internal medical billing departments can be hotbeds for lost or uncollected revenues. General employee neglect that can go unnoticed without strict supervision that can cut deeply into practice revenues and effect your bottom line. Examples; think ignored encounter forms, discarded super-bills, and un-appealed claim denials can add up to serious amounts in no time.

**Support Issues** - If your in-house billing 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 staff available 365 days a year to maintain timely billing efforts and consistent cash flows.

**Be Aware Of This** - The number one change you can make in order to maximize your reimbursements is to put your medical insurance billing in the hands of the experts. Your medical insurance billing needs is **our** practice.

Contact an Account Representative for complete details on how to engage our Firm to serve your practice.



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## Handling Your Medical Billing In House?

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

Why waste your valuable time and resources such as space in your medical facility on an administrative function that can be better handled elsewhere? Most practices don't have a CPA on staff and more physicians are handling their medical billing in the same way; by outsourcing it to a team of experts available at **GordanJacobs™**.



Outsourcing your medical billing to an expert medical billing service allows you to concentrate on patient care rather than administration and operations. With limited staff, Medicare cuts, reimbursements shrinking and costs rising, relying on experts to collect all the monies you're owed is now more important than ever.

### ***Behind every great Physician is an experienced medical billing team...***

That's where **GordanJacobs™** comes in. We're a leading provider of medical billing 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 physicians 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 payers for our clients using state-of-the-art technology, proven billing methodologies, effective control systems and highly trained staff.

### **Have You Considered Your "True Costs" of In-House Billing?**

Quite simply, it is just more efficient to outsource your medical billing. When you add up the costs involved in hiring, training and employing in-house billers (not to mention the cost of office space, compliance plans, software, computers, etc.), these costs usually significantly exceed that of sending your claims filing 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:

- Medical billing specialist's employee salary
- Medical billing 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
- Software purchase, training and renewal
- Claim forms, envelopes and postage



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

When you outsource your billing to our professional medical billing specialists, the overhead and paperwork is ours, not yours.

A successful practice is more than medical insurance billing. You focus on your patients, we'll focus on getting you paid for services provided.

### **Our Medical Billing Services**

Maximize your reimbursement with our comprehensive medical billing services. Our medical revenue cycle management service frees you from the costs and tasks of managing complex software, systems, and personnel. Easily off-load cumbersome business and billing processes to **GordanJacobs™** and put more focus on the medical side of your practice.

### **Explore the Benefits of GordanJacobs™ Medical Billing Services ...**

- Realize Income Faster
- Manage Your Revenue Efficiently & Affordability
- Reduce Billing Complexity
- Maintain Complete Visibility
- Stay Ahead Of Regulatory Changes
- Free Practice Management Software
- Cloud-Based Anytime / Anywhere Access
- No Risk - You're Not Locked In To A Long-Term Service Contract
- iPad & Tablet Accessible
- Reports & Results Any CPA Will Approve
- HIPPA Compliant Facility & Staff
- Improved Your Cash Flow
- Significant Cost Savings Overall

### **How Complicated Is Outsourcing My Billing Functions to GordanJacobs™?**

Simply put, not complicated at all. If you can sort, scan and send, then your medical insurance billing will be in the hands of the experts. It's just that simple.

The **GordanJacobs™** Firm was established to be a world-class service provider in the medical billing space. Our client boarding process uses our state-of-the-art technology, proven billing methodologies and our effective control systems along with a highly trained staff ensures a seamless outsourcing experience.

Contact an Account Representative for complete details on how to engage our Firm to serve your practice.



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## What Will Your Services Cost My Practice?

Great question, let us first define Value: [val-yoo] *noun*

- 1. relative worth, merit, or importance: the value of a college education; The value of a queen in chess.*
- 2. monetary or material worth, as in commerce or trade: This piece of land has greatly increased in value.*



The cost to engage the **GordanJacobs™** Firm may surprise you.

Our Single Provider Starter Package is only \$495 per/month, which is only \$16.50 per/day to access all of the benefits and experience of our Firm fully engaged to serve your practice in the area of medical claims processing.

Our Single Provider Office package is only \$1,495 per/month for UNLIMITED claims processed, which is less than \$50 per/day to access all of the benefits and experience of our Firm fully engaged to serve your practice.

For multi provider or group offices, we have an affordable service plan that grows with your growth. As you add providers to your practice, we simply add just \$500 per/provider per/month to your **GordanJacobs™** office account for UNLIMITED claims processed and access all of the benefits and experience of our Firm fully engaged to serve your growing practice.

At **GordanJacobs™**, we offer the best value in services received for funds invested in your ever-growing practice. Plus, your practice is never locked-in to a long-term service contract. Our service plans are offered on a subscription bases charged and renewed monthly. We want our clients to keep the services they receive from **GordanJacobs™**. We work very hard daily to keep clients happy and trusting with our performance every month. If you're not happy, we're not content.

If you are looking to lower your cost and increase your practice profits, perhaps contacting the **GordanJacobs™** Firm may be most important call you make today.

Contact an Account Representative for complete details on how to engage our Firm to serve your practice. Complete our New Provider Survey on the following page and an Account Representative will contact you with specific details on how our Firm can assist your practice.



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# GordanJacobs™ Firm New Provider Survey

To get additional information on how the **GordanJacobs™** Firm can become an important partner in your practice, please complete the New Provider Survey below and send it back to our Firm today. Upon receipt, an Account Representative will contact you to discuss, based on your current needs, details on our services offered and included within our provider packages. (Please Print)

*Thank you!*

Date: |\_\_|\_\_|\_\_\_\_|

Practice Name: |\_\_\_\_\_|

Practice Specialty: |\_\_\_\_\_|

Provider Name: |\_\_\_\_\_|

Specialty: |\_\_\_\_\_|

Specialty: |\_\_\_\_\_|

Specialty: |\_\_\_\_\_|

Office Manager: |\_\_\_\_\_|

Address: |\_\_\_\_\_|

City/State/Zip: |\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_|

Phone / Fax: |\_\_|\_\_|\_\_|\_\_|\_\_|\_\_| / |\_\_|\_\_|\_\_|\_\_|\_\_|\_\_|

Email Address: |\_\_\_\_\_|

Is your office a single provider practice?  Yes  No

If no, how many providers within your practice or group? |\_\_\_\_\_|

Do you currently have a computer in your office?  Yes  No

If yes, what practice software program do you use?

|\_\_\_\_\_|

How many insurance claims do you process per month? |\_\_\_\_\_|

What is the average dollar amount per claim processed? |\_\_\_\_\_|

How long on average does it take to receive payment?

Less than 20 days,  21-30 days,  31-40 days,  41-50 days

51-60 days,  61-70 days,  over 70 days.

What percentage of your claims are returned for correction? |\_\_\_\_%|

Do you enter claims on your computer, print and mail them?  Yes  No

What percent of your claims are;

Medicare \_\_%, Medicaid \_\_% BC/BS \_\_%, GHI \_\_%, W/Comp \_\_%

What other insurance companies do you participate in?

|\_\_\_\_\_|

Do you file claims electronically direct to the carrier?  Yes  No







Do you have any insurance carrier that is more difficult to obtain payment from than others?  Yes  No

If yes, state the name(s):

\_\_\_\_\_

Do you have personnel devoted totally to claims processing?  Yes  No

How much time is spent on claims processing? \_\_\_\_\_

Home much time is spent on claims follow up? \_\_\_\_\_

If you could change the way your practice processes and files it's claims, what changes would you make? \_\_\_\_\_

\_\_\_\_\_

Have you ever considered an outside billing service before?  Yes  No

If yes, why haven't you contracted with them? \_\_\_\_\_

\_\_\_\_\_

Do you currently have an in-house billing staff?  Yes  No

If no, please skip this section and proceed to the next section of questions title Outsourced Service just below.

Who many billing employees do you have? Full Time \_\_\_\_\_ Part Time \_\_\_\_\_

How many hours a week is spent by your biller(s) processing claims? \_\_\_\_\_

What is their average hourly pay? \_\_\_\_\_

What is your percentage of rejected and unpaid claims per month? \_\_\_\_\_%

Do you appeal all your denied claims?  Yes  No

What is your success rate on getting paid on denied claims?

Poor,  Fair,  Good,  Great

Would you say that you get paid on denied claims:

10%,  25%,  50%,  75%, or  100% of the time.

Outsourced Services:

Who is currently processing your claims? \_\_\_\_\_

What kind of services are they currently providing your practice?

Submission of claims only,  Submission & Follow-up of claims, -OR-

Submission, Follow-up of claims & Posting of insurance payments received.

How are you currently providing them with your patient data?

Postal Mail,  Fax,  Secure eMail,  Carrier Pickup.

What is your payment turnaround time?

Less than 20 days,  21-30 days,  31-40 days,  41-50 days

51-60 days,  61-70 days,  over 70 days.

What is your rejected claims percentage? \_\_\_\_\_%

What is your denied claims percentage? \_\_\_\_\_%





Are appeals conducted on all denied claims?  Yes  No  Not Sure

What is the percentage of successful denied payments? |\_\_%|

Are you currently being charged per claim submitted or by a percentage of total claims submitted?  Per/Claim  % of Total Claims

How much are you paying if being charged per claim? |\$\_\_\_\_\_| -OR- what |\_\_%| are you being charged per month of total claims processed?

Are you happy with the services that are being provided with your current medical billing outsource provider?  Yes  No

If no, may we ask why? |\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Closing Questions:

How soon are you looking to engage with our Firm?  ASAP,  30-60 days,  61-90 days,  Not Sure Yet?

Do you have any questions or concerns that you would like us to address?  Yes  No

If yes, please provide in the space below:

A.) |\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

B.) |\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

C.) |\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

D.) |\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please fax this survey along with the Fax Cover Sheet provided on next page.



# —FAX COVER SHEET—

**TO: GordanJacobs™ Firm**  
**Client Service Center**  
**New Accounts Department**

**FAX TO: 860-564-4060**  
**Phone: 860-546-8925**

**RE: New Provider Survey**  
**Total Pages: 1 of 4 including this page.**



**FROM:** | \_\_\_\_\_ |  
| \_\_\_\_\_ |  
| \_\_\_\_\_ |

**Email:** | \_\_\_\_\_ |

**Fax:** | \_\_\_\_\_ |

**Phone:** | \_\_\_\_\_ |

Office Use Only:

- Processed to Account Representative
- Processed from Account Representative
- Contact Made By Account Representative
- Additional Information Required
- Moved To Account Activation Representative

**Comments:**

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