The Collections Continuum: Reimbursement Guide From Treatment to Payment

Behavioral health providers, and particularly those treating substance abuse disorders, often face an uphill battle when it comes to getting paid by insurance companies for their services. In this presentation you'll hear from two different "boots on the ground" perspectives – a biller and an attorney – who will share their insights on best practices, insider tips, and techniques for maximizing your potential for recovery, and minimizing your exposure to insurer allegations of billing fraud.

Topics in this webinar will include:

1. Creating clean documentation that can stand up to scrutiny and support your claim for payment
2. Efficient and effective appeals of denied and underpaid claims
3. Effectively handling insurer audits and pre-payment reviews
4. Handling "patient financial responsibility" issues including the collection of deductibles, co-payments, and coinsurance
5. Maintaining organized claims data to drive your business decisions.

Presenters:

Zachary Rothenberg

Partner, Nelson Hardiman LLP

zrothenberg@nelsonhardiman.com

Zachary Rothenberg is a Partner and Co-Chair of Nelson Hardiman's Litgiation Practice Group. Zach has a breadth of knowledge in the behavioral health space, and for over a two decades has advised drug rehabilitation facilities. His clients have ranged from individual doctors, nurses, and other individual healthcare providers, to ambulatory surgery centers, pharmacies, and drug rehabilitation facilities, to hospitals and Independent Practice Associations ("IPAs"). He regularly litigates out-of-network and in-network reimbursement cases on behalf of addiction treatment facilities and responds to special investigation audits. He has also advised on labor and employment defense matters including those related to racial discrimination, wrongful termination, wage & hour disputes, land use, advocating for clients where administrative actions challenge zoning laws, and retaliation. Clients have come to rely on his insight regarding employee handbooks and labor code issues.

Abdul Ahmed

Co-Founder, CA Billing

Contact: abdul@cabillingllc.com

Abdul Ahmed is the Co-Founder of CA Billing. Along with his partner Cody Parks, the pair got involved in the Behavioral Health Billing space after working for one of the largest facilities in Orange County. Together they built the facility's in-house billing department from the ground up. After building the very successful billing department they saw a need in the industry for billing providers who specialized in behavioral health. In 2014 they founded CA Billing and have worked with countless facilities across Southern California and beyond.

Sponsored By:

Nelson Hardiman LLP

Nelson Hardiman LLP is the premier healthcare and life sciences specialty firm in Los Angeles, serving healthcare providers, investors, and organizations that need a hard-to-find level of quality advice on the most sensitive industry issues. The firm's litigation practice specializes in defending fraud and abuse and whistleblower actions, government investigations, reimbursement disputes, and other complex business disputes. Nelson Hardiman's transactional group handles healthcare organization acquisitions, sales, investment, and financings, and Nelson Hardiman's regulatory team advises on compliance with licensing, operational, and reimbursement issues across the full continuum of healthcare industry sectors, with expertise on Medicare and Medicaid requirements, privacy and data security, FDA, and many more matters. The firm has earned a singular position reputation nationally for its leadership in addressing emerging issues related to healthcare innovation, including telehealth, behavioral health, and the COVID-19 pandemic. More information about the firm is available at www.nelsonhardiman.com or at 310.203.2800.

CA Billing

CA Billing is a boutique billing company created by experts in the behavioral health industry. Its founders saw a need for a top-notch billing company with inside knowledge of the industry. So with over a decade of experience between them, Cody Parks and Abdul Ahmed started CA Billing in an effort to help facilities maximize their revenue. The company quickly became a resource for leading treatment centers in the industry; by Billing Smarter, their clients could focus on their business.

CA Billing is a one stop shop for behavioral health facilities. By providing all services in-house, they are able to maximize revenue from start to finish. CA Billing is by your side from the initial verification of benefits, during each part of treatment, and straight through to the appeals process if needed. Think of them as an extra set of eyes to catch revenue before it slips through any cracks. The expert team carefully and meticulously takes each claim through the appropriate channels. By doing this, they ensure maximum reimbursements.