

# MBM Client Spotlight: Professional Ambulance

Professional Ambulance of Providence, RI is a classic example of American entrepreneurial achievement. Owners Joseph and Brenda Baginski have a long record of success as business owners in Providence, where they have built successful businesses in both the residential mortgage industry and in the check cashing industry.

Professional Ambulance began with a business plan that Joe and Brenda created in 2008. By December of 2009, they had both obtained their EMT licenses, purchased their first two ambulances, and opened their doors for business. In just a few short months, the



From left: in front of one of the company's three new ambulances are EMT-C Simon Lidofsky, Business Manager Jackie Baginski, and EMT-B Matt Pelino

company has built business relationships with many local healthcare and nursing facilities.

In 2010, they purchased their third ambulance and hired their son and daughter to help manage the business to make it even more successful. The call volume has been increasing dramatically: ambulance runs tripled in January over December and then increased by 109% in February this year.

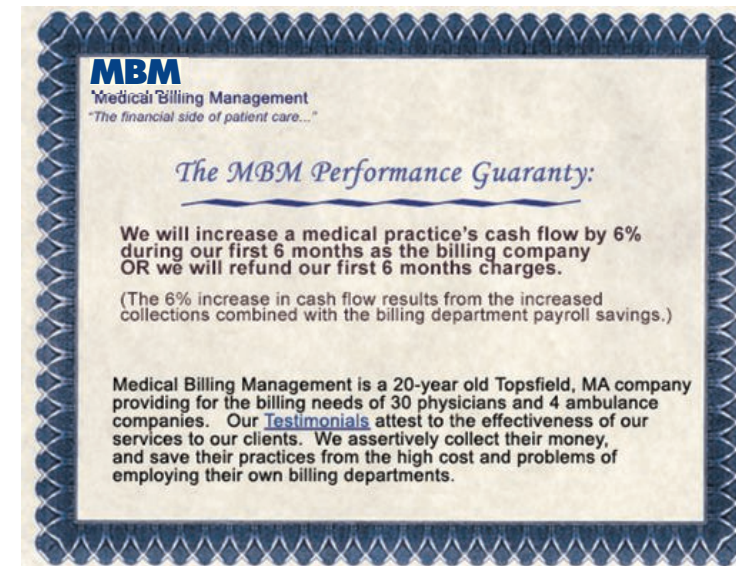
Medical Billing Management is pleased to serve the Baginski family and their newfound venture, Professional Ambulance.

Company co-founder Joe Baginski has said, about his business relationship with our company, "Medical Billing Management quickly set up the electronic connection between our EMS Charts ambulance operations system and MBM's Ortivus ambulance billing system. We were paperless right from the start, which helps our bottom line and streamlines our operations, getting our insurance claims out the door to the payers very quickly."

The Baginskis' daughter, Jackie, is the company's business manager, and she recently said, "I find it pleasant to work with Mary Tower and the MBM Ambulance Billing Team. They are knowledgeable and always looking out for our best interests."



From left: MBM's Lori Preisinger and Mary Tower, who work their magic for Professional Ambulance.



Our Guaranty speaks for itself. Call on us when you need us!

## Celebrating MBM's 20th Year in Business!

Our team has grown since its inception in 1990, and we proudly serve physicians and ambulance companies in Massachusetts and Rhode Island. We are growing again, so call us if one of your fellow specialists or referral partners might be interested in our services. We will credit your account with one month of our services for each referral that results in a client, along with our thanks!



**"Refer your associates to us and receive one month of credit or cash (your choice) equivalent to one month's average MBM revenue from that practice."**

# MBM NEWSLETTER

A newsletter for the clients and friends of Medical Billing Management

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## Help Stop the Medicare 21.2% Physician Pay Cut . . . Again!

Here we go again. The unfair attack on provider reimbursements looms large on the horizon. The 21.2% cut, scheduled for April 1, has been delayed by CMS until April 15, as Congressional action is awaited on this ill-advised cut.



Sen. Brown, MA

The cut is caused by the "Sustainable Growth Rate" formula. As stated on the Congressional Budget Office's www.cbo.gov site, "Most of Medicare's payment rates are simply adjusted each year for inflation—but not those for physicians' services. Those rates are governed by a complex formula—the Sustainable Growth Rate (SGR) mechanism—that, unless overridden by legislation, will reduce fees by about 4 or 5 percent annually for at least the next several years."

Please consider asking your family, associates, and friends to immediately log on to www.senate.gov and www.house.gov and email your senators and congressmen to stop this pending 21.2% cut. Physician reimbursements have not kept up with inflation over the past 5 years. This cut would create real problems, forcing some physicians to curtail acceptance of new Medicare patients and to cut staff.



Sen. Whitehouse, RI

We need our voices to be heard, now!



Sen. Kerry, MA



Sen. Reed, RI

## What HR3200—the Health Bill—Means to Our Providers

The 2,324 page HR3200 bill passed by the Senate on Sunday, March 21, has many provisions which substantially change our healthcare system this year and in the years to come. The reform bill's constitutionality is being challenged by at least 14 states, over the issue of forcing citizens to purchase health insurance. Most important for our providers at this point are these considerations:

- The bill includes \$500 billion in Medicare cuts over the next decade. This means an incessant downward pressure on provider reimbursement levels. Providers are the foundation of our healthcare system. This is a very bad provision in the bill; reimbursements have not kept pace with inflation over the past 5 years. Providers may be forced to curtail acceptance of Medicare patients, and may be forced to cut back staffing.
- The bill expands coverage to 32 million Americans who are currently uninsured. This will add millions of Americans into inexpensive premium, high-deductible plans. Patient payments and payments overdue from patients will skyrocket, hurting provider practice income and forcing patients into financial distress.

Continued on page 2

A letter from the CEO:

## Uh-oh! Congress Hit the Wrong Nail

This is a time of amazing impending changes to our healthcare system. But Congress used its hammer to hit the wrong nail this time.

The purpose of a healthcare system is to enable patients to get care from providers. Patients and providers—that's the basis of a healthcare system.

But this new reform bill — HR3200 — lays out 2,324 pages of reforms that will, quite simply, add new levels of intense distress to the lives of patients and providers. My two leading concerns are:

1. \$500 billion in Medicare cuts are prescribed over the next 10 years. This will cripple medical practices' abilities to see new Medicare patients and will force practice staffing cuts.
2. 32 million Americans, currently uninsured, will now be forced to purchase low premium, high deductible health insurance plans. They will not be able to pay the deductibles, putting financial stress on provider practices, and forcing patients into unexpected financial distress.

Many admirable provisions are in HR3200, including the phase-out of pre-existing conditions provisions in insurance policies. But, overall, the bill is not good for providers and is not good for patients.

We pray that Congress takes another swing with the hammer, and hits the healthcare nail on the head later this year.

## MBM Client Spotlight: North Shore Plastic Surgery

North Shore Plastic Surgery in Peabody, MA is an exemplary, team-oriented practice led by board-certified plastic surgeons Dr. David Wages and Dr. Stephanie Kwei. Their patients know that plastic surgery can not only change one's appearance, but can also "... boost your self-confidence and help you look as young as you feel" (nspsmc.com). Recently, the practice began to offer state-of-the-art FDA approved lasers for cosmetic and therapeutic skin problems.

The team-oriented approach extends from patient care to office operations and even includes the vendors. The positive ap-

proach of the entire staff produces results: the practice has been growing significantly in 2010 despite the unquestionably soft economy.

MBM is pleased to have been chosen as the billing vendor 3 years ago. Dr. Wages recently said of our performance for his practice: "The transition from our old billing company to MBM was without any interruption. I actually was aware that the transition had occurred when I first noticed an increase in revenue. MBM is a prompt company, very friendly ... and they go the extra step to ensure that your codes are corresponding to your dictation, so that we have a very low number of cases that get rejected." See Dr. Wages' remarks at [www.Medical-billings.com](http://www.Medical-billings.com). Just click on "Testimonials."



Nancy Moglia, left, and Paula Viator coordinate the work for NSPS



The staff at North Shore Plastic Surgery, from left in the front row: Dr. Stephanie Kwei, Dr. David Wages, Ellen Cash; from left in the back row, Vickie MacLean, Diane DeVarennes, Joe Smith, and Stephanie Smith

## G.E. Centricity System Generates Faster Results for our Clients

Our physician clients work hard for the insurance payer reimbursements that they earn and deserve. The G.E. Centricity Practice Management System gives our clients many advantages in the race to collect these hard-earned reimbursements.

In the old days, patient encounters became paper or electronic claims forms, submitted in batches to the insurance companies. Over 10 billion medical insurance claims are filed annually for over \$1 trillion in charges, so it is important to get claims right the first time and submitted quickly.

Enter G.E. Centricity and MBM. Together our experienced billing specialist team and Centricity technology enable claims to be scrubbed as they are created, then checked for insurance eligibilities, then submitted in real time, not in batches at the end of the day. The results are swift submission of claims and accelerated collection of payments.

It is no wonder that the Centricity Practice Management System has been utilized for over 9 years by thousands of users nationwide in virtually every specialty and practice size. In Massachusetts alone, more than 1,000 physicians utilize Centricity technology. Across the country, thousands of physician offices have migrated from yesterday's Unix and DOS-based systems to the practice management system from GE.

Both the practice management system and its companion system, the electronic medical record system, are available in client-server and remote hosted versions.

Call us to show you how MBM and G.E. Centricity can speed and maximize your reimbursements.



## Health Bill Continued from front page



Be sure to contact your congressmen

For now, other key elements include:

- In 2014, everyone must purchase health insurance or face a \$695 annual fine.
- Six months after enactment, insurance companies can no longer deny children coverage based on a preexisting condition.
- Starting in 2014, insurance companies cannot deny coverage to anyone with preexisting conditions.
- Insurance companies must allow children to stay on their parents' insurance plans until age 26
- The Medicare prescription drug "donut hole" will be closed by 2020. Seniors who hit the donut hole by 2010 will receive a \$250 rebate.
- Beginning in 2011, seniors in the gap will receive a 50 percent discount on brand name drugs.
- Expansion of the Medicaid program to families with income up to 133% of the Federal Poverty Level of \$22,050
- Plus scores of additional provisions. The bill is, after all, 2,324 pages long!

This bill needs to be re-configured to protect and serve the patients and their physicians. Our healthcare system's purpose is to serve patients and their providers. The current reform bill does not facilitate this process. Period.

The MBM Newsletter is published regularly for the clients and associates of

# MBM

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## MBM Supports the Boston Minstrel Company

The Boston Minstrels — a lively troupe of over 100 volunteer singers and musicians — have seen first hand how music heals. The troupe has visited shelters, residential facilities, and prisons each month since 1991. Their interactive pop, rock, and folk events touch audiences of about 4,000 each year. MBM is proud to support the work of The Boston Minstrel Company.

P.S. Care to donate to our cause? Visit [bostonminstrel.org](http://bostonminstrel.org) and click on "How to help." And, thank you!



Pictured above are the Minstrels at the Shriners' Burns Hospital in Boston and, at right, the Minstrel band on March 29 at Boston's Long Island Homeless Shelter in Boston Harbor.



## MBM and the New England Ophthalmological Society

MBM is a regular exhibitor and supporter of the work of the New England Ophthalmological Society (NEOS) — founded 125 years ago for the study and advancement of ophthalmology and to



From left to right: George Urban and Curt Anderson of MBM, ophthalmologist Dr. Leon Remis, and General Electric Centricity/Virtual Office Ware Regional Manager Bill Giacome.

provide for the mutual education of its members. MBM has served ophthalmologists in Massachusetts for many years. With our partner G.E. Centricity, we exhibit at the bimonthly NEOS meetings at Hancock Hall in Boston. The NEOS November 20 meeting provided discussions and seminars on ethics and risk management and on Tips and Tricks for Optimizing Outcomes in Cataract Surgery. The fall meeting was attended by over 200 ophthalmologists and more than 50 ophthalmic equipment and service vendor personnel, on a very rainy November day in Boston.

Over the past 10 years, MBM has served the billing needs of many Massachusetts ophthalmology practices. We have produced outstanding results for these clients. You can view their video testimonials on our website: [www.medical-billings.com](http://www.medical-billings.com) by clicking on "Testimonials." MBM looks forward to supporting the work of the NEOS in 2010 and beyond.

## MBM and the Medical Group Management Association

The "Insurance Day" program for the Massachusetts-Rhode Island Chapter of the Medical Group Management Association (MGMA) held in March featured presentations by MassHealth, Harvard Pilgrim, Blue Cross, Tufts, Medicare, Fallon, Cigna, United Healthcare, Boston Medical Center Healthnet, United Healthcare, Neighborhood and Network Health. The presentations can be found online at [www.mmgma.com](http://www.mmgma.com).

MGMA is a national organization of medical group practice managers. MGMA, founded in 1926, is the largest practice manager-member group in the nation and includes over 21,000 members, who lead 13,700 organizations in which more than 275,000 physicians provide over 40 percent of the healthcare services delivered in the United States (source: [mgma.com](http://mgma.com)). The important work of the MGMA comprises networking, professional education and resources, and political advocacy for medical practice managers.

MBM has been an exhibitor/supporter of the local MGMA chapter for the past 4 years.



Pictured above, at the March 18th Insurance Day meeting of the MGMA Mass.-RI Chapter are MGMA Chapter President Jacques Webbe MHA CMPE, center, flanked by MBM's George Urban, left, and Curt Anderson.