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optimizing revenue  
so physicians can  
focus on *what's  
important.*



## Practice Optimization Opportunities

By Shanna Howe, Vice President of Emergency Medicine, Gottlieb

Today, more than ever, it is a necessity to simplify and improve the financial experience for healthcare providers and patients. Here are some of the ways in which you can optimize your practice. Every practice is unique, and all of these ideas may not work for yours, so it is important to test an opportunity before deciding.

**I. Managed Care Contracting Strategy:** Partner with an expert negotiator for managed care contracting assessment, strategic planning, negotiations/renegotiations, and contract compliance and adherence. On average, ED practices have the opportunity to increase reimbursement by approximately 15% when maximizing managed care contracting efforts.

**II. Clinical Documentation Education:** Align with an industry professional to research latest trends in emergency medicine and insurance markets; monitor provider documentation during coding process to capture deficiencies electronically; identify lead provider in your practice to share documentation feedback at least once monthly; provide proactive provider documentation education and tips to new providers as part of the on-boarding process.

**III. Reimbursement Strategies:** Find solutions to minimize the negative financial impact to your practice of being the debt collector for deductibles and other patient cost-share. Get involved in the industry through advocacy and fight bad payor behavior, downcoding, and balance billing laws. Use all appeal, dispute resolution, and arbitration options available to you.

**IV. Alternative Care Models:** Consider alternative care models such as Observation, Telehealth, Ultrasounds.

**V. Practice Management:** Every Emergency Medicine group must deal with multiple complex business issues, due to many fluid parts and ever-changing details. Ongoing practice management assistance such as physician compensation plans, staffing models, and practice expenses can make a big difference in achieving superior business performance of the practice.

We understand that each group is unique in its group structure, annual volume, communities they serve, and hospital partner relationships. Additionally, each group has its own unique set of challenges and opportunities. That is why it is so important to partner with an expert in RCM and Practice Management, like Gottlieb, so you can focus on what matters most – providing the highest level of care to patients.

We've Got This.

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