

**ASA Medical
Services
Company Brochure**

ASA Medical Billing Services
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Why Use a Medical Billing Company?

The advantages that are associated with using a medical billing company are numerous.

A medical billing company can provide you with fast and accurate billing, follow-up on collections, an information resource sensitive to physician, staff, and patient questions; a source of reports, and assistance with processing insurance claims and meeting complex compliance issues.

Keeping Your Records Up to Date

Record-keeping requirements continue to grow in patient care. Accurate and proper record keeping is essential for correct billing. A medical billing company can help ensure that you meet these requirements, maintain your records properly, keep your records current, and are able to access any information from your records quickly and efficiently.

Claims Processing

If you need assistance with processing claims, patient billing, or meeting compliance issues, you will want to explore medical billing services. If you are overwhelmed with trying to keep up with industry changes, a medical billing service can save you time and money. If you are tired of dealing with insurance carriers or dissatisfied with your collection rate, a medical billing service can be of immense value.

Insurance Billing

Many medical billing companies conduct medical insurance billing as one of their services. You can also find medical billing specialists who concentrate solely on medical insurance billing.

New Practices

Starting any new business can be difficult, especially, one that involves complex coding and compliance issues. If your medical practice is new and you are just getting started, a medical billing service can help you concentrate on the actual practice of medicine and relieve you of overseeing billing issues or recruiting and training employees to do the job.

Billing for Specialists

Healthcare billing services typically employ billing specialists who are familiar with a particular healthcare field. For instance, a podiatrist could more than likely find a billing service specifically geared toward filing claims for his type of practice. The billing service would have an understanding of the specific medical codes and terminology necessary to prepare and submit an acceptable healthcare claim for his practice.

Furthermore, the billing specialist would understand the applicable regulatory requirements. For example, claims to government payers, such as Medicare, must be submitted electronically and must be in a format compliant with HIPAA, the Health Insurance Portability & Accountability Act of 1996. To achieve compliance with the standards of HIPAA, many healthcare insurers require that claims be electronically transmitted to them. However, most billing services will still accept a healthcare provider's paper claim, and as part of their services, will translate the claim into the proper electronic format. Some billing services accept claim information over the telephone, fax, or across secure internet connections.

History of Business/ About Us

ASA Billing Services, LLC was founded in 2002. For over 12 years, ASA Billing Services, LLC has provided personalized medical billing services for all of our customers. In addition to providing a full PMS (Practice Management Solution) we also have the capability to offer a full integrated EMR (Electronic Medical Record). We are an experienced multi-specialty billing service with extensive experience.

ASA Billing Services, LLC is a truly unique medical billing company that stands out from the crowd. At ASA we are focused. Our most important task is to collect the maximum revenue for your practice as fast as possible while helping to alleviate cost and hassle.

Our Staff consists of qualified:

- ❖ Certified CPC coders
- ❖ Certified PMCC instructors
- ❖ Certified and Experienced Medical Billers
- ❖ Experienced Medical Collectors
- ❖ Clerical Workers

Our business is a member of the AAPC (Academy of Professional Coders). We are also registered and certified with the state of NJ as a registered and approved WMBOA (Women's Minority Business Owner Association).

ASA has been chosen twice as an Entrepreneur Business to have Scholarships with:

- ❖ EPI (Entrepreneur Pioneer Initiative) with Rutgers University
- ❖ Goldman Sachs 10,000 small businesses with CUNY University

These scholarship programs have allowed us to learn from MBA professors from Ivy League Universities such as Harvard, Babson, and Wharton. We have learned to run an operationally solid and productive business. It was an honor for Goldman Sachs to recognize us as a small business over thousands of other companies.

Our computer and networking capabilities were strategically planned to allow us to grow and continue to grow without worry. Our servers have enough space and memory to handle new clients.

Our Company likes to use the STAR method of resolution:

Situation

Task

Action

Resolution

This method of approaching business challenges has helped us focus on the importance of maintaining satisfied customers and preserving long lasting relationships.

Narrative of Services/ Reporting Capability Services Provided

Billing/ Coding for services provided in a variety of locations:

- Office
- Hospitals
- Nursing Home
- House Calls
- Plan of Care
- Preventive Visits
- Review of Proper Diagnosis/ Procedure
- Remote Access for Physician and Staff
- Staff Training on Practice Management Platform, if needed
- Patient Registration
- Automated Patient Eligibility
- Billing for Patient Balances (soft collections)
- Customer Service for Patient Questions Regarding Balances
- Secondary Insurance Billing
- Payment Posting
- Insurance Collections/ Follow-Up
- Appeals for Claim Denials
- Submission of Claims Electronically and Paper
- Managed Care Capitation Billing
- Claim Tracking
- Rejection Tracking

Reporting Capabilities:

These are a few examples of the most requested reporting, but we are not limited to these options.

- End of Month (Provided each month)
- End of Year
- Procedure Analysis/ Per Doctor or Group
- Diagnosis Analysis/ Per Doctor or Group
- Physician financials by month or year
- Carrier Payment Analysis-Monthly or Yearly
- Payment Allocation
- A/R Insurance
- A/R Guarantor

Additional Services Provided:

- Consulting
- Chart Auditing
- EMR (Electronic Medical Record) Training

Specialty Billing Experience/ Software Knowledge

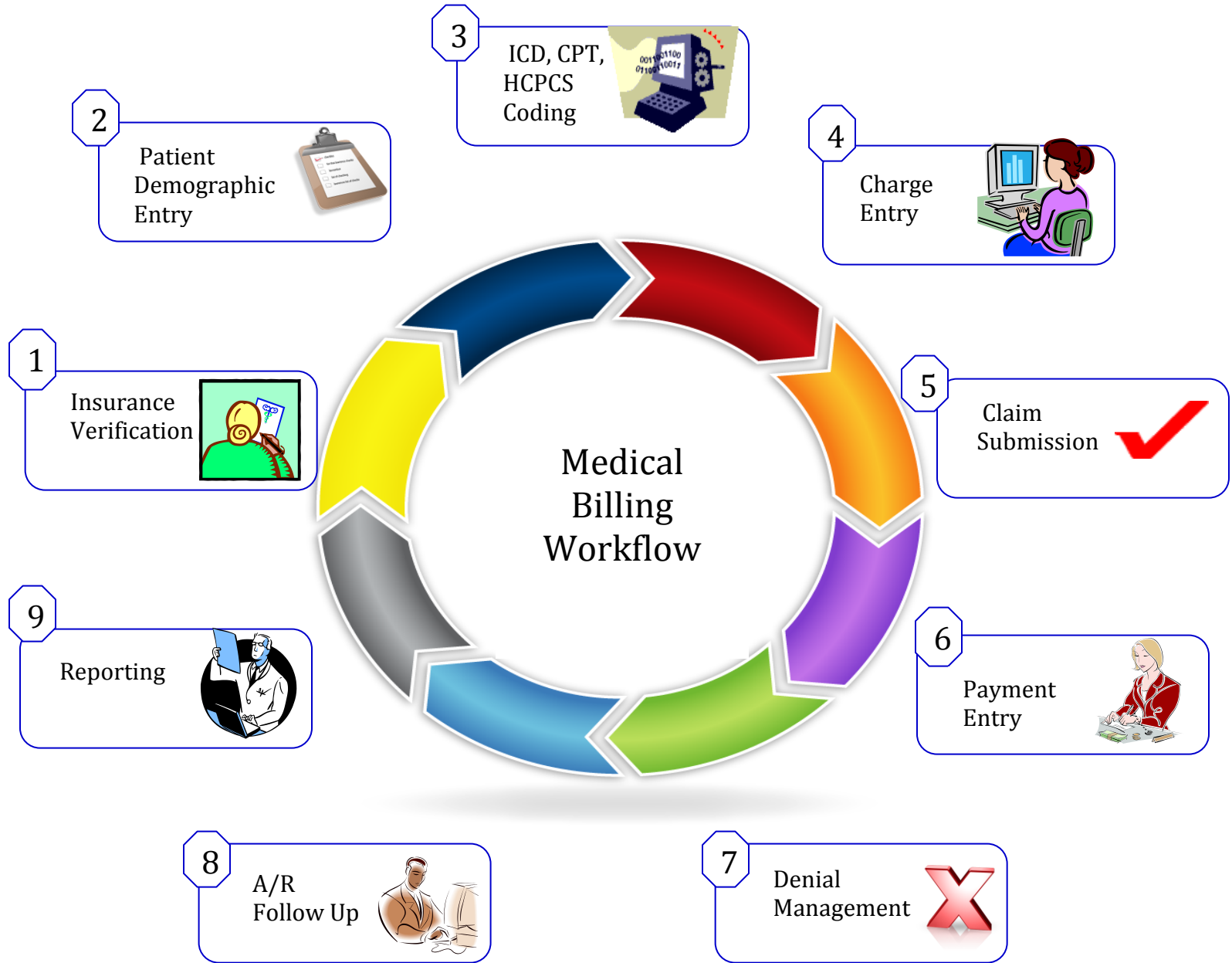
ASA Billing Services, LLC provides medical billing services for a variety of specialties:

- Cardiology and Invasive Cardiology
- Dermatology
- Emergency Medicine
- Endocrinology
- Family Practice
- Gastroenterology
- Geriatrics
- Infectious Disease
- Internal Medicine
- Nephrology
- Neurology
- OB GYN
- Oncology
- Orthopedic/ Orthopedic Surgery
- Pain Management
- Pulmonary Disease
- Radiology
- Surgery Urology

ASA Billing Services, LLC utilizes a variety of Practice Management Software platforms. We have clients that prefer services provided on their own software package, therefore, our knowledge base is extensive. This is a complete list of all the software experience we currently have:

- Intergy product of Vitera (formerly known as Sage)
- IMS-Intelligent Medical Software Product of Meditab/Suitemed
- ECW-E –Clinical Works
- Medware product of Vitera
- Medisoft
- ADS
- Misys (allscripts)
- Tiger (allscripts)
- AAMIS
- EHI
- Medent

Medical Billing Workflow



Mission, Vision, and Core Values

Mission Statement:

ASA Billing Services' company mission is to provide our clients with the most accurate and up-to-date medical billing services. Our main goal is to focus on customized service and communication, while providing insurance follow-ups and maintaining timely billing. We can optimize the turnaround time for your reimbursements. We pride ourselves in having the ability to provide personalized service. ASA Billing Services offers the total solution for Electronic Medical Records, medical billing, and office support. Consider us an extension of the Physician's office.

Vision Statement:

Our vision at ASA Billing Services LLC is to continue to build our presence as a recognized medical billing service that is superior in customer service and quality. We strive to maintain customer loyalty as we continue to build our customer base. Our vision will be accomplished by offering the most advanced products and services to manage a medical office in the most cost effective manner.

Core Values:

- Integrity
- Quality
- Innovation
- Constructive Communication
- Mutual Respect
- Long Term Relationships

Getting Started with ASA Billing Services, LLC

ASA Billing Services, LLC can easily get started within a week of retaining a new customer. For customers that would like us to use their Practice Management Platform 24 to 48 hours is sufficient time for us to start the medical billing process with them.

ASA Billing Services, LLC does provide personalized service to all of our clients. Because of this, we like to set up a meeting either on the phone or in person with the Doctor or Office manager before we begin the process in order to understand how the practice works.

There are a few documents we like to request before we start the medical billing process. These documents help us get familiar with the practice as well as provide us with the information that we need to do the billing and make the necessary phone calls.

Sample of Documents needed are:

- To complete the ASA Billing Services Documents included in this package
- List of providers in practice names, specialties etc..
- List of Insurance Companies that the practice participates with
- List of Websites and Logins for insurance companies
- Complete W-9 form
- Copy of Registration/ Patient Demographic form
- Clia # if applicable
- List of place of services-hospital names/ nursing homes etc.
- List of Referring providers if applicable
- List of Procedures provided
- Fee Schedule if applicable
- Special Request from provider