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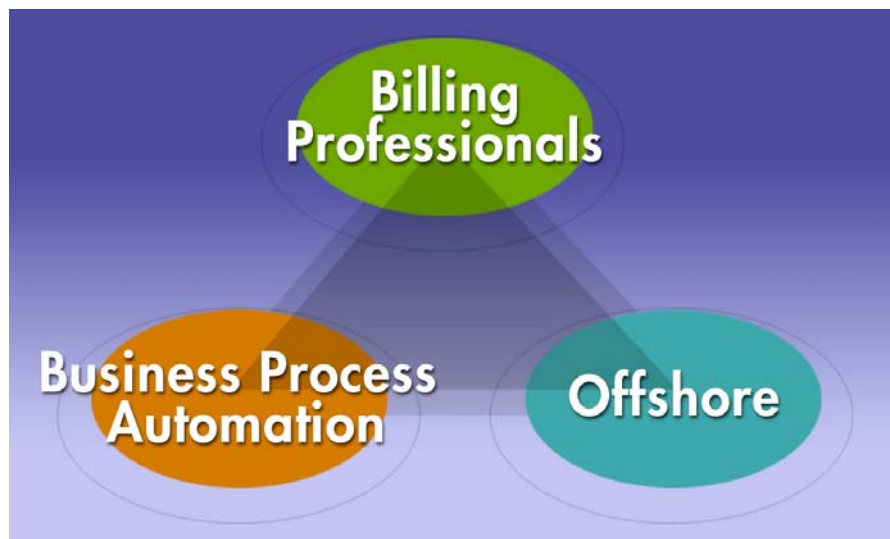
The Triangle of Success

MARVIS SHIGETA-ROSA, *Vice President/Chief Operating Officer*



I wish our industry were getting easier, unfortunately that isn't the case as healthcare continues to face many challenges. With today's economy coupled with higher regulatory policies, OIG compliance, HIPAA security and privacy requirements, we are seeing increasing consolidation in the billing industry-smaller billing companies just can't meet these requirements or find qualified staff with such low unemployment, thus they go out of business.

It is our belief that billing companies today require a three-point approach in order to succeed. These are automation, offshore and employing good billing professionals.



AUTOMATION – With technology moving as rapidly as it does, this is an area that requires constant examination and reconsideration. Can you eliminate any manual tasks that can be received and entered into your billing system electronically? There is nothing worse than doing something inefficiently or efficiently doing something that is not necessary. If you haven't visited the possibility of additional automation in the last 6-12 months, it's time to re-evaluate. Spending money to have your team perform unnecessary functions is a huge waste of talent and resources.

OFFSHORE – Why not explore a lower-cost solution for the repetitive tasks that must be done over and over again and cannot be automated. By sending such duties offshore, you can free up your more experienced personnel to tackle higher-level job functions. Our processing takes place 24 hours a day, 7 days a week, thereby drastically increasing productivity and increasing collections. Because these functions are performed by our partner we can move our people from 10 key functions to following up on more difficult collection tasks. This enables us to guarantee a 95% collection ratio and back it up with \$10,000 cash.



BILLING PROFESSIONALS – With unemployment at a record low, finding and securing good billing professionals is a challenging task. One of the major reasons to minimize cost through automation and offshore options is to provide higher-level job activities. Our money is better spent on training our personnel. The broader a person’s knowledge base, the more innovative and creative he or she can become in your company. Investing in training, manuals and certifications in particular areas of expertise result in a win-win situation for both employee and employer.

Many clients today are more computer savvy and knowledgeable about the billing industry. They expect us to stay ahead of the curve and continue to deliver exceptional customer service. Here at TeamPraxis we depend on the triangle of success to deliver exceptional performance.