

# Bridge Billing™

The smart strategy for bringing billing in-house

**Everything you need to know about the thing you need,  
but didn't know existed...**



# What is Bridge Billing?



## A proven risk-free strategy to take back your billing

In the ever-changing environment of commercial insurance billing, Payor behavior has become increasingly complicated and unpredictable. Facilities often rely on third-party billers without the requisite expertise to evaluate their performance. Every rumor of “secret billing codes” makes facilities jump to the next biller only to realize the reimbursements are not always better after all. This trend of hopping from biller to biller has many facilities feeling that their only option is to in-source the entire process. The problem is that taking billing in-house all at once can be like jumping out of a third-story window, without a safety net. Well, rest assured -- Kipu has built you an escalator.

Ask yourself this: how would your billing company respond if you gave notice today that you wanted to in-source? What if you told them you needed all of your data? Would they continue to work your claims with the same fervor as before once they know that you would not be an ongoing customer? Or, would they hold your A/R hostage for a fee, causing a massive disruption in your collections?

### *Are you prepared to spend several months with disrupted cash flow?*

What if you took the leap out the third story window anyway. Would your internal team be ready from the get-go to handle UR, VOBs, claim submission, claim follow up, payment posting, A/R auditing, and financial reporting?

### **Fortunately, Kipu offers the solution...It's called Bridge Billing.**

Kipu has teamed up with the brightest and the best third-party billers to offer a ground-breaking new service. Our Kipu Gold Certified Billers understand your predicament, and they understand your goal of in-sourcing your billing and collections. Best of all, they ACTUALLY want to help! Through the Bridge Billing program, Kipu and our Certified Gold Billers guide you through the process in a smooth, collaborative manner.

### **The Power of Gold Certified Billers.**

Your Gold Certified Biller's billing and collection experts first create your roadmap to success, then get to work delivering higher reimbursements. Many Bridge Billing clients end up staying. Gold Billers offer this guarantee: if your in-house or third-party biller achieves higher reimbursements that they did...it's FREE! And your Gold Biller stays with you in the event you lose staff members or a biller, ready to jump back in and keep the revenue rolling.



## **Kipu Mission Statement**

Our Mission is to make every client, no matter how large or small, a reference client for Kipu Systems. We will work tirelessly to ensure that every client uses the system to its fullest potential, for the benefit of the people they serve, their employees and shareholders. We will do this with the highest regard for ethical standards, without consideration for Kipu's own profitability.



## Step One: Initiate Optimization

You move your billing to a Kipu Certified Gold Biller under a short-term agreement; the Bridge Biller understands that from day one you may not plan to be a long-term customer. Through the Bridge Billing program, you will gain access to Kipu's innovative revenue management software platforms free of charge, which will streamline your workflow, increase VOB turnaround time, increase billing accuracy, and save valuable time!

**Kipu CRM (Lite)**

- o Manage leads
- o Initiate VOBs
- o Monitor VOB progress

**VOBGetter**

- o Unlimited instant VOBs
- o Automated monitoring of policies for active status while in treatment
- o Notifications of coverage lapse guaranteed within 4 days of lapse

**Billing Interface**

- o Track billable items, including facility charges, ancillary services, and facility lab services

- o Aggregate billable items in our intuitive interface, which ensures that you never miss a billable item
- o Perform automated error checking and chart scrubbing so that you can be confident that your bills are fully substantiated by accurate and complete documentation

*Kipu and your Bridge Biller will execute the implementation of these software solutions, as well as the claims processing system, which you will eventually use to process your own claims.*

## Step Two: Train and Optimize

Your Bridge Biller will provide the full spectrum of billing services including VOBs, UR, claim submission, claim follow up, payment posting, A/R auditing, and financial reporting as you rest easy knowing that there is a fire extinguisher dousing the flames your back yard.

Throughout this step of the process, your team will receive training on their new tools, using them to save time and increase accuracy, without being overwhelmed by the complexity of also having to bill, collect, and post. Working with your Gold Biller, you will set a target date by which you would like to have all processes brought in-house. By that time, you will have learned billing codes and process, which Payors require modifiers on the billing codes, and what the little secrets are to dealing with each Payor and the clearing house.

## Step Three: Gradual Transition

Your Kipu Gold Biller will work with you, training your team to take over one part of the process at a time, until every stage is completely and confidently handled by your in-house billing team.

- o **Verification of Benefits (VOB)**
- o **Utilization Review (UR)**
- o **Coding**
- o **Billing and Claims)**
- o **Collections**
- o **Resubmissions of underpaid/denied claims**

## Step Four: The Hand Off

Once you are fully confident in your internal team's ability to take your billing over for good, your Gold Biller will transfer your claims database without any loss of data. You will assume control of your own billing, and your claims history, payment activity, and reporting will be handed over seamlessly.

You will cease paying your Gold Biller for services and will instead be billed by Kipu for our all-inclusive Integrated Billing Platform.

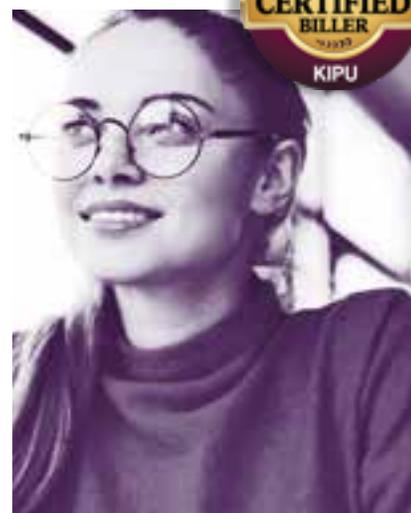
### The Kipu Promise

Kipu provides ongoing 24/7 training, support, and service of your integrated billing platform, all included in our modest monthly fees. You never have to worry about turnaround time again.



### The KipuGold Billers

Kipu Gold Billers offer the speed, security and safety of the Kipu EMR Gold Certified Biller program, eliminating wasted staff time collecting billing data or tracking weekly census for billing.



## The Changing Reimbursement Models

As we've seen, the industry is quickly moving to an evidence-based model, with outcome measurement as the basis for Payors' reimbursements. Peer reviewed, published findings indicate that outcomes in treatment improve by 70% to 350% using short patient surveys throughout the course of treatment and beyond. Measuring and assessing outcomes lead to optimization of the treatment plan and aftercare programs.

The Joint Commission (TJC) has reviewed and agrees with the above findings, so much so that they now require organizations treating SUDs to assess progress and outcomes with a standardized FIT tool (Standard CTS.03.01.09).

Coming changes in reimbursement models will follow CMS and TJC requirements, for both approval and payments in addiction treatment.

### Bridge Billing. A powerful tool in a changing landscape.

- Outbound calls can be triggered for the Biller or Treatment Center Billing staff to contact the Payor to argue for higher payment or submit additional justifying documentation.
- When payments are not received, outbound contacts are triggered on a set schedule for the Treatment Center to follow up with the Payor to determine what is required for payment.
- Documentation is readily available through the EMR interface in any form requested by the payor.
- RCM's data warehouse will report on actual payments across the network by Payor and can send an alert when payments received are lower than an acceptable, client-defined threshold.
- This data is also useful in helping Treatment Centers determine what rates to bill for services, and to maximize efficiencies.

Coming changes...  
 ...in reimbursement models will follow CMS and TJC requirements, for both approval and payments in addiction treatment.

Billing software can help you save as much as 10% of revenue at costs of around...

**2% to 3%**  
 That's where Bridge Billing comes in.

### Building a Bridge to successful in-house billing



### CMS Cancels Shared Decision-Making Models Dues to Operational Glitches.

CMS has terminated rollout of two pilot programs that would support shared decision-making in healthcare due to reported operational issues. They announced that it will not pilot the Shared Decision Making (SDM) and the Direct Decision Support (DDS) Models, two initiatives aimed at supporting shared decision-making and patient engagement in healthcare.

### Doctors Urge Congress to eliminate MACRA opt-out policy.

AMGA board members asked congressional lawmakers Tuesday to overturn or scale back CMS exemptions that let thousands of doctors opt out of MACRA. Under the proposed rule for the first year of MACRA, practices were initially eligible for \$833 million in incentive payments under MIPS in 2019.