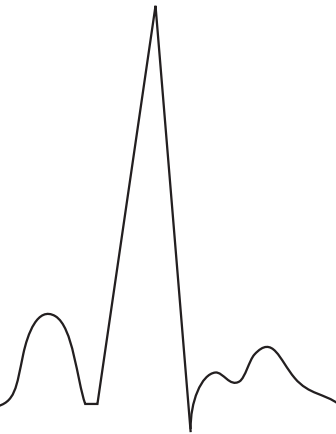


**Opti***MED*



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*Billing Solutions, Inc.*



**W**e established OptiMED Billing Solutions, Inc. with a single philosophy: To provide ethical, compliant, exclusive billing and consulting services in all phases of practice management.

By focusing on increasing accounts receivable, we enable healthcare specialists to maintain the highest standards of patient care. Partnering with OptiMED establishes your practice with the security of a higher level of professional expertise and service. As your management partner, OptiMED assumes responsibility for all phases of the billing process. With over 30 years combined experience in physician billing, OptiMED management has the knowledge and resources to eliminate administrative burdens, increase cash flow, reduce operating expenses and improve patient satisfaction. Through personalized, relationship-orientated management and adherence to sound business principles, OptiMED will strategically position your practice for future growth and continued profitability. We thank you in advance for considering OptiMed for your medical billing solutions.

*James Cary*





***You Focus On Your Practice.***

***It's What YOU Do Best***

**OptiMED Billing Solutions.**

We're the billing management solution you can count on.

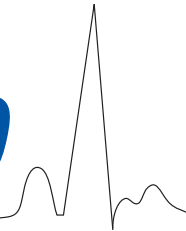
And we like to make it personal. We've been in the business long enough to know it's not one-size-fits-all. That's why we've created a solution tailored to meet your needs. We offer medical billing and management options that are flexible...scalable—as little as you want or as much as you need. We work it out to suit your leadership style. But the bottom line is that more patient bills are settled faster, with less strain on your staff. Revenues up; headaches down.

***We'll Get You Paid Faster***

***It's What WE Do Best***

**OptiMED**

*Billing Solutions, Inc.*

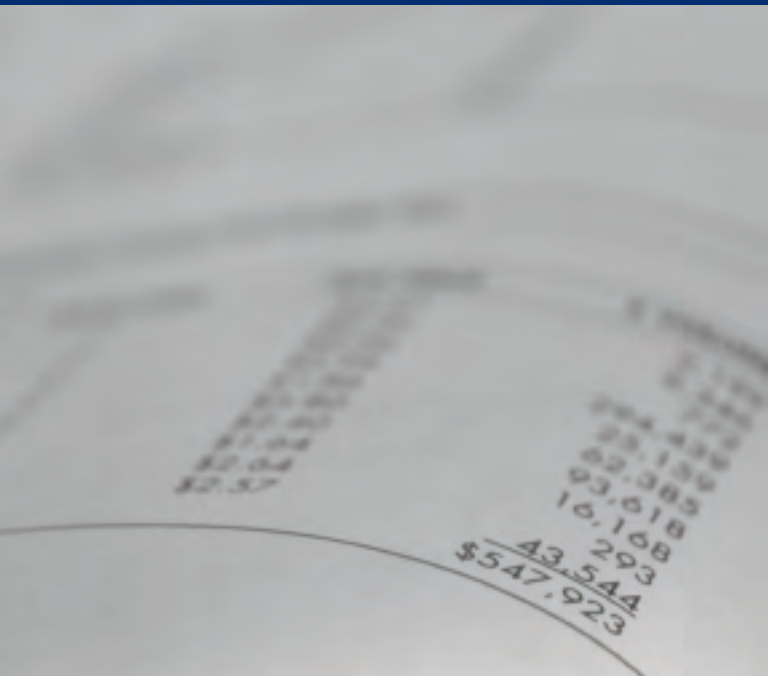


# Why Outsource Your Billing and Management?

Most physicians and practices outsource billing and management to improve profitability and cash flow, reduce strain on staff, and overcome the complexity and changes in the industry and technology.

## ***Improve profitability.***

- Add to the top line: professional management can increase revenues by 25%–30%! (Do the math.) Expert knowledge means more error-free claims and more reimbursements. And not only that, focused management can relentlessly pursue unpaid claims with more energy and commitment.
- Subtract from the middle line: outsourcing eliminates the expenses of hiring and training staff and the cost of purchasing and maintaining necessary technology tools.
- A better bottom line: higher revenues and lower expenses mean your practice is more profitable.



### ***Improve cash flow.***

Efficient billing can drastically speed the payment turnaround time. A good billing specialist can submit cleaner, error-free claims and quickly resolve problems for faster reimbursement.

### ***Reduce stress and strain on staff.***

Eliminating the paperwork hassle can help your office boost productivity and improve morale. You and your staff can focus on patient care, building your practice on patient satisfaction.

### ***Overcome industry complexity.***

With ongoing changes in healthcare administration, the insurance industry, and government regulations, who has time to keep up? Outsourcing shares the burden of compliance with experts who focus on keeping you current.

### ***Overcome technology hurdles.***

Technology can be friend or foe. The latest systems help you get paid faster, but sometimes you need an entire IT department to make sense of it all. Outsourcing shares the burden of technology with experts who leverage their knowledge for your benefit.



# Why Choose OptiMED As Your Billing and Management Partner?

**YOU'VE WORKED TOO HARD TO GET WHERE YOU ARE TODAY. DON'T PARTNER WITH JUST ANYONE.**

You've decided to work with a billing and management company. But whom do you trust? How do you choose? At OptiMED, we offer a complete menu of reasons to partner with us.

***Start with industry-certified experience and top-notch expertise.***

With over 30 years' experience, our trained billing specialists settle for nothing less than excellence when it comes to optimizing your income and managing the entire billing lifecycle. Dedicated reimbursement specialists network with payors, submit cleaner claims, aggressively pursue denied claims, train your staff with the latest coding information, and guide your policies and procedures toward HIPAA compliant, industry-standard methods.

***We uphold higher standards—for you.***

Members of our team have been certified by the American Academy of Professional Coders (AAPC), the “gold standard for medical coding.” Rigorous exams and mandated continuing education means your receivables are in more-than-capable hands. Always. Membership in AAPC requires that we hold a strong code of ethics that ensure the highest standards of professional and ethical practices. That was easy—we held the highest ethical standards without the AAPC, but it's nice to know we were on the right track.

***Add web-based, simple to manage technology that offers a flexible choice between hands-on co-management and a worry-free, leave-it-to-us style.*** We aren't one-size-fits-all. We understand that some physicians and practices enjoy a controlled approach while others prefer to leave the bulk of billing and management with us. With our industry-leading, highly secure technology, you and your staff can access the same information we can, in real-time and with a full spectrum of options. Not only does our technology handle billing collections and tracking, it can provide patient management tools, scheduling, checkout, reporting, documentation, and more. With complete flexibility, you choose the level of management—and your comfort level of participation. We can do a lot—or a little—depending on your needs and preferences.

***And finish with unparalleled personalized service.***

Actually, we start with personalized service. And end with it. And keep coming back to it all throughout the process. You won't find a higher commitment to service than right here at OptiMED. It's how we do business, and how we'll do business with you.

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***Statistics show that optimizing your  
billing management can increase revenue  
by up to 30%***

responsibility to pay  
for using a Network Participant

| TYPE OF SERVICE       | TOTAL BILL |
|-----------------------|------------|
| Medical Visit         |            |
| Testing   X-ray   Lab |            |
| Surgery               |            |
| TOTAL THIS C          |            |



# Let's Get Technical

*We'd love to talk this over in detail, but here are some highlights*

## **System-Wide**

Fully integrated solutions for financial, administrative, and managerial challenges.

Seamless integration and real-time access between multiple offices and OptiMED.

OptiMED ensures your data is HIPAA secure and highly protected. Continuous daytime backups, double restoration methods, and automatic nightly backups in a disaster proof out-of-state location.

Office software includes patient scheduler, automated patient reminding system and access to all patient billing information and reports

Fully customized reporting. Real-time, weekly, monthly—when and how you need it.

## **Claims Processing**

Complete superbill coding analysis for ICD-9 & CPT-4 coding accuracy.

Three-step editing process for a higher “clean claims” standard: 1) certified professional coders; 2) AdvancedMD’s scrub for potential rejection errors, and 3) McKesson’s Transaction Solution Hub clearinghouse. (This simply means a higher return on your accounts receivables.)

Compliance to both the 1995 and 1997 E/M coding guidelines as well as inpatient and outpatient procedure codes set forth by CMS.

Payments & posting optimization. OptiMED uses both ERA and EFT funds remittance and transfer services, allowing us to increase productivity and decrease the time it takes for you to receive payments.

***There's so much more...call today and we'll discuss your needs, our services and technology, and most of all, our high level of personalized service.***



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**617.803.7941**