



# Additions



Spring 2011

Unrivaled Medical Credentialing Expertise

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### Physician Practice Pleased with Credentialing Service

Stephen Renzi, D.O. started a new solo practice in the mountains of Pennsylvania in July 2010. He was working with an attorney to set up the practice and asked for help with getting all the needed credentialing accomplished. The attorney recommended AddVal, and, according to Dr. Renzi, it was the best thing that could have happened to his new practice. "They were amazing; Michelle McFarlane, AddVal's CEO, explained the entire process and everything that was required to get us properly credentialed. I told her money was going to be a little tight since this was a new venture and she worked with us on a fee payment schedule, which was already very reasonable.

"By the time we opened our new practice, all our credentialing was in place and ready to be sent to every agency that needed it. If we came across a new insurance carrier that did not have our credentials, all we had to do was make a single phone call and the matter was handled. Everyone in AddVal's office seemed to know our name and the status of any pending credentials.

"We've been extremely pleased with AddVal's credentialing services. If I had to describe their services and the people with whom we worked, I would say they were knowledgeable, efficient, affordable and pleasant to deal with. Even though the credentialing process defies logic & reasoning, AddVal gets it done," Dr. Renzi concluded.

### FYI - Important 2011 Dates for the Medicare EHR Incentives Program:

Jan 3, 2011	Medicare EHR Incentive Program Registration begins.
April 2011	Attestation for the Medicare EHR Incentive Program begins
May 2011	EHR Incentive Payments expected to begin

Please note: States may launch their incentive programs for Medicaid participating physicians if they so choose.

The Medicare EHR (electronic health record) Incentive Program will provide incentive payments to eligible physicians who can demonstrate meaningful use of certified EHR technology in early 2011. Eligible professionals can receive up to \$44,000 over five years under the Medicare EHR Incentive Program with an additional incentive for eligible physicians who provide services in a Health Professional Shortage Area (HPSA). To get the maximum incentive payment, Medicare eligible physicians must begin participation by 2012.



[Who is the Insurer?](#)



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*(Adobe Acrobat Reader Required)*

Thought for Today:

"I am extraordinarily patient, provided  
I get my own way in the end."

...Margaret Thatcher

**AddVal, Inc.**

1018 Street Rd, Ste. 102  
Southampton, PA 18966

TEL: 215-396-8972

FAX: 215-364-2187

Web Site: [www.addvalinc.com](http://www.addvalinc.com)

Email Michelle McFarlane CEO today  
at [mmcfarla@addvalinc.com](mailto:mmcfarla@addvalinc.com)

To qualify, physician practices participating with Medicare must use a certified EHR product to help them meet the meaningful use criteria established by CMS and achieve the ARRA HITECH incentives available to them.

AddVal is working with our clients to complete their EHR registration in advance of the April attestation period. Please contact AddVal if your practice needs assistance with this process. For those of you who have not yet begun the transfer to EHR, keep in mind that after 2015, Medicare eligible professionals who have not successfully demonstrated meaningful use of an EHR program will have a downward payment adjustment in their Medicare reimbursements.

Practice Manager Appreciative for Credentialing Help

Many office administrators can identify with Mary Ellen Plumley, practice manager for the Performance, Spine and Sports Physicians Group. Her heavy workload continues to grow but with the down economy adding staff & resources is usually out of the question. The practice includes eight full time doctors and four fellowship physicians who come through the practice each year. On top of the seemingly constant credentialing and recredentialing for her full time physicians, the fellowships create a continual need for credentialing which Mary Ellen admits can be an overwhelming task.

"The credentialing process is very complex, especially where Medicare is concerned. If you forget to cross one 't' or dot an 'i', they will kick the form back to you," explained Mary Ellen. "I am very appreciative that AddVal has taken this onerous burden off my plate. They handle everything for me and they do an excellent job. The AddVal team adds true value to our medical practice. Sometimes I ask them questions that only vaguely relate to credentialing and they are always there with the answers. I am very pleased with their services and responsiveness."

Medicare Physician Comparison Web Site ~ PECOS

One of the lesser known requirements of the Affordable Care Act (ACA) required that the Centers for Medicare and Medicaid Services (CMS) develop a website by January 1, 2011 for patients to use to find physicians. In order to comply with the law, CMS launched the Medicare Physician Compare <http://www.medicare.gov/find-a-doctor/provider-search.aspx?AspxAutoDetectCookieSupport=1> web site in late December.

The data used is from the internet-based Provider Enrollment, Chain, and Ownership System (PECOS). Medicare's PECOS revalidation was a special challenge in 2010. AddVal's clients were completed on PECOS as painlessly as possible despite the inconsistency of Medicare's instructions and requirements. Throughout the country, Medicare carriers have been struggling to handle the large volume of revalidations and new requests – some are still in process. Using our hands-on experience, we can help you with PECOS compliance and listing on Medicare Compare in 2011 and beyond.

Editors Note: Some information used here was extracted from AMA Health System Reform Insight Online Newsletter, January 27, 2011 issue.


### Credentialing Is More Than Filling Out Forms

AddVal has been assisting medical providers resolve credentialing issues, quickly and efficiently, since 1995. This singular focus on credentialing has produced unrivaled results for our clients, helping prevent the loss of critically-needed reimbursements. Unfortunately, the credentialing process does not follow any logical or reasonable outline. Insurers continually request the same documents over & over – they can even lose track of their recredentialing and try to recredential the same physician every few months – or so it seems!

Since your plate is already overflowing, why not clear off the credentialing piles and send them to AddVal? Our clients turn over the credentialing – all calls, mailings, faxes, emails and other requests are forwarded to AddVal – their credentialing office.

### Who is the Insurer?

Remember the game Musical Chairs? Today, it seems like the insurance industry is playing this game. Between mergers, acquisitions, new products and more, it is becoming more & more difficult to determine who is actually providing the health insurance for the patients. The member's card is the key to this dilemma. When the patient calls for an appointment, verify the information on the card carefully. The insurer is listed on the back of the member card. Once you have identified the insurer, check AddVal's Tracking Report or the mechanism used at your office and make sure the insurance company is on your list for the physician. As co-pays increase and out of network benefits decrease, your patients and your practice need know the credentialing status before appointments are scheduled. Correct use of the information on the member's card can save significant time and money for your patients and your practice.

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