

denial management

AppealLettersOnline.Com: Appeal Experts Now Have A Home

How is it that health insurance companies all seem to use similar limitations, exclusions and stall tactics when processing claims? Perhaps because the insurance industry shares ideas that protect and enhance the insurance industry's financial health?

AppealLettersOnline.com has been designed to assist the healthcare community share successful appeal information. If you can't beat the carrier at the reimbursement game, now is the time to join **AppealLettersOnline.com**.

"If someone has an appeal letter that works, wouldn't we all like to read it?" said Tammy Tipton, President of Appeal Solutions, Inc. "Our web repository is going to be the Internet location for medical billers and patient financial representatives to come together as a group and discuss what works and what does not work in curbing and appealing denied claims. If you are an expert at appeals, you now have your own web site."

AppealLettersOnline.com features more than 1200 tried and tested appeal letters posted in order to educate users on how to draft successful appeals. However, the most important aspect of the repository is the opportunity for users to submit comments on how successful appeal letters have been in their unique setting, in what specific situations they work and to also share appeal letters they have drafted and found to be successful.

"This is an educational resource. I wish we could post a few letters and say 'These work every time in every situation.' Denial management is more complex than that and succeeding at appeals takes a cooperative ongoing educational effort within the industry. For the first time, there is going to be a site that facilitates and encourages this activity. This is not only a site packed with effective appeal letters; it is a site for in-depth discussion of denials and how to both appeal and avoid them," Tipton said.

Very few healthcare organizations track their denial rate. However, Appeal Solutions has many clients who aggressively appeal denials and track response rates.

The healthcare industry needs a central location to share this information now more than ever. If a hospital, clinical or physician's office is going to stay in good financial health, it simply cannot extend free health-

care, particularly unanticipated free healthcare. That means keeping denials to an absolute minimum, according to industry experts.

Minimizing denials has been the number one goal of Appeal Solutions since 1998 when the company released the first denial management software available - Power of Appeals. Power of Appeals allows healthcare professionals to track denials and respond quickly with professional appeal letters. Denials can also be sorted by denial type and appealed within the system.

Many of Power of Appeals users achieve appeal success rates of 70 to 80 percent. Also Power of Appeals users are able to identify trends in denials and changes in processing methods due to reporting and analysis features of the software.

"There is a growing number of professionals who are developing an expertise at appealing denied claims. We hope they will join and share this information for the good of the industry," Tipton said.

AppealLettersOnline.com will feature a number of forums to allow members to share denial information and to attempt to take the guesswork out of determining which appeals could be successfully resolved and which are more likely non recoverable. Tipton, who has authored thousands of appeal letters, will also be an active participant in the forums.

"The more experts, the better," Tipton said. "Nobody wants to reinvent the wheel. No one wants to spend hours on an appeal

letter that has already been written. Participation is what will make **AppealLettersOnline.com** so valuable and we anticipate a very high, very specialized level of participation."

To assist users with developing an effective denial management program, **AppealLettersOnline.com** also features case studies that offer in-depth discussion on topics from denial prevention to upper level appeals. However, the most innovative fea-



ture of **AppealLettersOnline.com** is its timeliness.

Insurance payment guidelines and rules are ever changing. Healthcare providers must be provided with the means of forming an online community for the purpose of sharing information on the changes, what the effect will be and how best to respond. **AppealLettersOnline.com** is an in-depth and interactive resource for appeal information. It is an isolated office's link to many innovative appeal coordinators who face the same challenges in the same setting.

Features & Benefits of AppealLettersOnline.Com

ACCESS TO OVER 1200 PROFESSIONALLY WRITTEN MEDICAL APPEAL LETTERS

Medical offices devote many hours every week to the task of appealing denied medical claims. You simply do not have a choice. But is your office appealing your insurance denials in the most effective manner possible? Citing regulatory information in your appeal letters is the most effective technique for obtaining a favorable decision. While most medical offices are comfortable composing the medical rationale for the treatment rendered, your staff probably does not have access to sufficient resources to guide them in citing supporting legal references to support your position.

Now you do. Our collection of appeal letters gives you instant access to state and federal statutes and case citations in favor of the medical provider's appeal. These letters have been successfully utilized by our insurance recovery team and will work for you. With this resource, you will be able to generate more professional appeal letters which cite legal information to support your request for payment. With our help, insurers will overturn more of your denials and respond more thoroughly to review requests. Your office will be quickly identified as one which does not accept unfairly denied or improperly paid claims.

AppealLettersOnline.com will be popular with everyone from the precertification nurse to the insurance and collections representatives. But no one will be more grateful to you for securing this resource than your patients.

COLLABORATE WITH YOUR COLLEAGUES

Share information via our online community of medical office professionals assisting each other in appealing denied insurance claims and obtaining optimum reimbursement. Share your appeal letters and techniques with others. Are you looking for advice? Do you have advice to share with others? Then our forums are the place for you!

CASE STUDIES & DENIAL MANAGEMENT ARTICLES

Case studies and articles to assist medical providers in appealing claims denied due to lack of timely filing, preexisting conditions, lack of medical necessity, treatment exclusions/limitations, subrogation/coordination of benefits issues, and many other reasons.

FREE DENIAL MANAGEMENT PUBLICATION

Download our e-book, Turning Insurance Denials Into Dollars, free. Denial Management is more than writing appeal letters. Proactive medical offices study denials with an eye to constant improvement of internal procedures. This publication is the guide for any billing office that not only wants to win health insurance appeals but stop denials in the process. Benchmark statistics, topics for training and in-depth appeal hints and help are contained in the publication. Legal highlights punctuate many topics with actual insurance disputes which have been decided in court. This is a valuable publication for many departments, including precertification, case management, billing and collections.

STATE GOVERNMENT CONTACTS

Contact information for each state's Insurance Department, Medicaid Department, and Crime Victims Compensation Fund. Includes address, phone, fax & Internet links and resources.



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