

# HEALTHCARE



Sponsored by



UC Irvine Health



# UC Irvine Health

## Investing in your employees' health

Having a healthy workforce goes beyond preventing accidents and injuries. In recent years, more employers are promoting good personal health habits. Such thinking pays dividends, says Dr. Wayne Chang, UC Irvine Health medical director for occupational health. "A healthier workforce results in less medical care usage, less workers' compensation usage, less personnel turnover and higher productivity," Chang says. Health problems translate to an estimated \$153 billion in lost productivity each year. "There are plenty of modifiable risk factors that the employer can address. It's an investment in your employees."



Dr. Wayne Chang

### There are 10 areas employers can focus on to promote employee health, Chang advises:



#### Workplace wellness programs

Some companies establish their own workplace wellness programs while others utilize programs offered by their health insurance carriers. "Health insurance plans know how to do wellness; they know it lowers healthcare costs. Employers should be more proactive about promoting use of these programs."



#### Preventive healthcare and screenings

Employee wellness can be as simple as encouraging employees to see their doctors on a regular basis. "Employees should take advantage of their benefits, including their medical insurance."



#### Flu shots and other immunizations

All UC Irvine Health employees are required to get annual flu vaccination or wear a mask during flu season, per policy. Flu vaccine is recommended for everyone six months and older, as influenza is capable of causing hospitalizations, and even death. "Consider the cost of a flu shot compared to the cost of an employee getting the flu and being out for a week from a productivity and replacement standpoint."



#### Infection control

UC Irvine Health also has a "Working Well Policy," a strategy more companies are adopting to limit the spread of infectious illness. Under this policy, sick employees are instructed to stay home. "If you're sick, you risk infecting your coworkers and triggering even more lost time by having an outbreak at work." In addition, promote proper handwashing and covering coughs and sneezes, along with regular disinfecting of surfaces and commonly touched objects.



#### Obesity

A study published last year in the journal Population Health Management found obesity and poor emotional health had the biggest impact on both absentee and reduced productivity rates. Obesity can contribute to high blood pressure, high cholesterol, diabetes, joint pain and other conditions. According to the Centers for Disease Control and Prevention, obesity alone costs employers an estimated \$2,500 per employee per year, including direct medical expenditures and absenteeism. Employers can address obesity on numerous fronts, such as by having a workplace wellness program and encouraging physical fitness and healthy eating.



#### Physical fitness

You don't have to have an on-site gym to promote fitness. Some employers offer flex time so employees can exercise before or after work. Employers can also extend lunch breaks for exercise, encourage walks around the grounds or sponsor recreational employee sports teams.



#### Nutrition

Take stock of how and where your employees eat. Do they rush across the street for fast food because that's their only option? "Make sure the food truck that comes by offers healthy food or that you have healthier options in vending machines. "Be aware that some of the causes of unhealthy eating are that employees don't have time to eat or have healthy options available."



#### Mental health

Depression and substance use disorders, such as alcoholism, are major causes of absenteeism and lower work productivity, according to the CDC. Employers should offer an employee assistance program (EAP), a benefit program for employees and their families to address personal problems. "Employers should routinely inform their employees that if they're having stress or mental health problems they can talk confidentially to an EAP."



#### Ergonomics

Ergonomics is the science of fitting the task to the worker. "Ignoring ergonomics can result in reduced productivity and increased workers' comp claims. Employers should enroll employees in an ergonomics class. Repetitive strain injuries could be avoided if employees are taught how to adjust their own workstations."



#### Smoking cessation

Smoking is one of the leading causes of preventable illness. Most insurance plans cover smoking cessation programs and treatments.

#### Need more information? Visit:

[osha.gov](http://osha.gov) – Search for Safety and Health Topics and visit the page "Employers." Small businesses can contact the Occupational Health & Safety Administration for free consultation.

[ucirvinehealth.org/events](http://ucirvinehealth.org/events) – Encourage your employees to sign up for health education classes and other UC Irvine Health events to take charge of their health and learn more about living well.

[ucirvinehealth.org/blog](http://ucirvinehealth.org/blog) – The UC Irvine Health blog, Live Well, offers a variety of articles about improving one's health.

#### Checklist for healthy workplace

Employers and employees are a team in creating and maintaining a healthy workplace. Here is a list of health tips to share with your team:

- Get your annual flu shot and other immunizations.
- Wash your hands frequently.
- Stay home from work when you're sick.
- Cover your coughs and sneezes.
- Keep tissues and hand sanitizer at your work station.
- Get regular medical check-ups and screening tests.
- Contact the employee assistance program (EAP) about excessive stress or other mental health issues.
- Choose healthy foods.
- Use break times or lunch time to walk or engage in another form of exercise.

THE BEST CARE IS  
**HERE**

---

**NOW**  
IS THE TIME

With a growing network of primary care physicians and more than 500 specialists throughout Orange County, UC Irvine Health provides the best care for you and your family—where you need it, when you need it.

**Choose UC Irvine Health for:**

- Exceptional care for all family members
- Convenient locations
- Same-day appointments
- Urgent care and walk-in care
- Services in many languages
- Extended hours

To learn more visit [ucirvinehealth.org](http://ucirvinehealth.org) or call 877-UCI-DOCS (877-824-3627).

**ONE OF AMERICA'S  
98 TOP HOSPITALS**

*for Safety & Quality*

Source:  
The Leapfrog Group

**MORE THAN  
100 OF AMERICA'S  
TOP DOCTORS**

*for Patient  
Care & Concern*

Source:  
Castle Connolly Medical Ltd.

**ONE OF AMERICA'S  
BEST HOSPITALS**

*for 15 Consecutive Years*

Source:  
U.S. News & World Report



**UC Irvine Health**

# Introducing Innovative New Plan Designs from St. Joseph Hoag Health and Cigna



## New health plan designs (HMO and EPO options) featuring trusted doctors and hospitals, affordability and quality service

Together, Cigna and St. Joseph Hoag Health are offering two plan designs that are tailored to what Southern California businesses want for their companies and employees: the Select (HMO--administered and fully insured by Cigna) and Flex (EPO-Self-insured and administered by Allegiance, a Cigna company).

### The doctors and hospitals your employees trust

By choosing St. Joseph Hoag Health Select or Flex, your employees have access to the St. Joseph Hoag Health network of care, which includes:

- CHOC Children's
- Hoag
- Mission Hospital
- St. Joseph Hospital
- St. Jude Medical Center

Plus, included in the network are quality primary care physicians and specialists to choose from.

### The savings you expect

Because we work together and coordinate care, we focus on improving quality and keeping costs lower for both employers and employees. It's a team effort that includes close integration between St. Joseph Hoag Health and Cigna, with a unified purpose – putting the patient at the center to proactively engage in their health care.

### The services your employees need

We're always looking for more ways to help patients get and stay healthy, including easier navigation of care, streamlined processes and important resources such as telemedicine and access to the St. Joseph Hoag Health integrated nurse advice helpline.

Your employees will also benefit from our experience in wellness and disease prevention, which may lead to better long-term health. Together, the St. Joseph Hoag Health network and Cigna are focused on you and your employees – because you and your employees deserve MORE from your health care.

## About the St. Joseph Hoag Health network

The network of care, which includes St. Joseph Hoag Health and CHOC Children's, has earned:

- Many of St. Joseph Hoag Health's medical groups were voted among the top medical groups by a leading source of consumer information and achieved "elite" rankings in 2015 from the California Association of Physician Groups (CAPG) and the Integrated Healthcare Association (IHA).
- Magnet designation for our network hospitals – the highest honor bestowed to hospitals for nursing excellence (American Nurses' Credentialing Center, 2005, 2007, 2012 and 2015).
- U.S. News & World Report ranked CHOC Children's as one of the nation's best children's hospitals in the 2015 – 16 Best Children's Hospitals rankings.



**9**  
HOSPITALS



**20+**  
URGENT CARE CENTERS

Counts of facilities in the St. Joseph Hoag Health network as of November 2015, subject to change.

To learn more, call **Sasha Yamaguchi**, vice president of sales at Cigna, (855) 210-5765.



**Together, all the way.®**

**St. Joseph Hoag Health**

Hoag • Mission • St. Joseph • St. Jude

In alliance with **CHOC** Children's.

The health care professionals and facilities that participate in the Cigna network and provide services for St. Joseph Hoag Health are independent practitioners solely responsible for the information, treatment and advice provided to their patients. They are not agents of Cigna.

All health plans and health insurance policies have exclusions and limitations and may not be available in all areas. For costs and complete details of coverage, contact your Cigna representative.

All Cigna products and services are provided exclusively by or through operating subsidiaries of Cigna Corporation, including Cigna HealthCare of California, Inc., Cigna Health and Life Insurance Company, Connecticut General Life Insurance Company and Allegiance Benefit Plan Management, Inc. The Cigna and Allegiance names, logos, and other Cigna marks are owned by Cigna Intellectual Property, Inc.

# TRANSFORMING THE FUTURE OF HEALTH CARE

Peruse any list of the fastest-growing professions and the results are clear: Healthcare jobs are in high demand. With an increased senior population, healthcare reform, and advances in medical technology, the industry is expanding and changing at a rate few can predict.

**Chapman University's Harry and Diane Rinker Health Science Campus** in Irvine was created to meet these demands for tomorrow's advanced healthcare professionals. Equipped with technologically sophisticated classrooms and laboratories, the Rinker campus is a place for education, research and treatment, all within a collaborative and inter-professional environment.

**Chapman University's School of Pharmacy (CUSP) and Crean College of Health and Behavioral Sciences**, both located on the Rinker campus, are shaping learners into leaders. Offering personalized, interdisciplinary approaches to understanding health, medication use, therapy research, disease and treatment, CUSP and Crean College are poised to transform the future of health care.

## Graduate degrees offered in:

- MS Athletic Training<sup>†^</sup>
- MS Communication Sciences and Disorders<sup>†</sup>
- MA Marriage and Family Therapy<sup>†^</sup>
- Pharm.D.\*
- MS Pharmaceutical Sciences\*
- Doctor of Physical Therapy<sup>†</sup>
- MMS Physician Assistant (2017)<sup>†</sup>

\*School of Pharmacy

†Crean College of Health and Behavioral Sciences

^ Classes taught at Chapman's main campus in Orange



## West Coast University: Collaborative, Interprofessional and Student-Centric Healthcare Education



### Modern healthcare is as complex as it is crucial.

It requires an intricate blending of technology with humanity, fueled by a diverse team of medical professionals' commitment to work together and produce positive patient outcomes.

At West Coast University, we embrace a student-centric learning partnership that leads to professional success. Our mission is to deliver transformational interprofessional education within a culture of integrity and personal accountability. Our programs have been customized based on the healthcare industry's demands, through collaboration with faculty and leading healthcare professionals. We continuously pursue more effective and innovative ways for students to develop the skills needed to serve patients in a complex and changing world.

"We want our students to feel comfortable working alongside teams of healthcare professionals, just as they will when they enter the workforce," WCU Provost Jeb Egbert said. "It's essential to achieving the most-effective patient care."

### Simulation Learning on Campus



At West Coast University's Simulation Centers, students develop clinical reasoning and responsive decision-making skills during computer-generated medical situations using high-fidelity manikins that emulate actual patient challenges—all in a realistic healthcare environment.

"We blend this modern technology with hands-on classroom instruction, to reinforce student confidence and strengthen critical thinking skills. That's why our technologically advanced Simulation Centers are an integral part of our curricula," WCU College of Nursing Dean Robyn Nelson said.

### Patient Experience in Clinical Settings

Quality classroom education and advanced simulation learning are essential to student learning outcomes, but clinical rotations are the capstone of a student's experience at West Coast University. WCU partners with more than 300 hospitals and clinics nationwide, Egbert said, so students can gain the knowledge, education and experience needed to be a contributing team member from the moment their healthcare career begins.

"We're paying close attention to the market and emerging trends within the healthcare field," Egbert said. "We're continually consulting with experts in various healthcare disciplines so our students can have the confidence of knowing that they're joining a program that's emergent and forward-looking."

### Partnerships with Healthcare Providers



West Coast University's mission recognizes that healthcare is a community effort and offers local healthcare providers:

- Educational opportunities, including discounted continuing education units through West Coast University's partner, Contemporary Forums.
- Dental professionals can receive no-cost CEs through the WCU Dental Hygiene Department's Educational Grand Rounds, approved by the Dental Board of California.
- Access to WCU simulation centers to help educate nurse associates.
- Graduate training that fits specific employer requirements—to help reduce orientation time for new hires.
- Participation in local community events, such as health fairs.

For more information,  
visit [westcoastuniversity.edu](http://westcoastuniversity.edu)

Additionally, WCU's career services professionals can help healthcare providers staff their facility simply, quickly and conveniently — at no cost. By asking what an employer wants in their next staff member, WCU can send companies vetted resumes of healthcare graduates who mirror specific requirements.

### Giving Back to Our Communities



West Coast University is engaged actively in the communities we call home as well as those in need around the world.

Locally, WCU's Orange County location houses a free community dental clinic, where our Dental Hygiene students get hands-on experience with real patients under the guidance of licensed professionals.

Globally, our International Education program takes students to underserved villages and townships in countries like Belize, Panama and Spain to provide valuable health treatments and resources.

### A Commitment to Making a Difference

At West Coast University, students develop the competencies and confidence required in a challenging and ever-changing world by being immersed in the concept of interprofessional collaboration.

"Healthcare is one's calling. It's about competence, compassion and commitment," Egbert said. "WCU's approach is to nurture the interprofessional skills so crucial to keeping our students, graduates, clinical partners and our working alumni ahead of the curve."



# choosing *St. Joseph Hoag Health* MEANS CHOOSING *more*



Orange County's trusted names in health care have come together to offer our neighbors more than ever before. More access to more doctors. More locations. More peace of mind. Welcome to more.

Hoag Medical Group  
Hoag Affiliated Physicians  
Mission Heritage Medical Group

Mission Hospital Affiliated Physicians  
St. Joseph Heritage Medical Group  
St. Joseph Hospital Affiliated Physicians

St. Jude Heritage Medical Group  
St. Jude Affiliated Physicians

Find your doctor today at  
[StJosephHoagHealth.org/more](http://StJosephHoagHealth.org/more) or call (877) 459-DOCS (3627)

St. Joseph  Hoag Health

Hoag • Mission • St. Joseph • St. Jude

In alliance with  CHOC Children's.

# Employers Take the Lead in Managing Chronic Health Conditions

One of the most important transformations underway in health care today is the move towards prevention and wellness. Chronic diseases are the number one cause of death and disability in the US. Every year 1.7 million Americans die from a chronic disease — accounting for seven out of every 10 deaths in our country. As one of California’s leading health systems and one of Southern California’s largest employers, MemorialCare promotes employee wellness to reduce the risk for lifestyle-related chronic conditions such as diabetes and hypertension.

“One of the best places to transform health care is in the workplace,” says Tammie Brailsford, RN, Executive Vice President and Chief Operating Officer. “That’s where most people spend the majority of their waking hours. So, that’s where we began our employee wellness journey. Seven years ago MemorialCare implemented an award winning prevention and wellness program, known as The Good Life, for its 11,300 employees.”

## Fork, Feet and Fingers

There are three key areas to focus on in order to improve health. Dr. David Katz, Founding Director of Yale University’s Yale-Griffin Prevention Research Center stresses that what we do with our fork, our feet and our fingers determines what we do to our future health. To that end, MemorialCare has created a work environment that supports healthy food choices, creates opportunities to keep active and is smoke-free. With fitness challenges, on-site gyms and walking trails, nutritious cafeteria offerings, weight loss reduction programs and more, over 84 percent of participants report they replaced unhealthy habits with healthy ones, and 97 percent report they have the resources at work to maintain and improve their health. In a recent renovation of MemorialCare’s 15-acre, 300,000 square foot property in Fountain Valley, the health system included walking workstations and sit-stand desks to help keep employees active.

## Success in Managing Chronic Conditions

MemorialCare partners with employees who have chronic conditions like high blood pressure, diabetes and hyperlipidemia to make long-lasting lifestyle changes, lessen complications, improve outcomes and lower medical and pharmaceutical costs. Now in its third year, MemorialCare’s innovative The Good Life - In Balance program has made

a sizable impact, with participants reporting they have changed the way they live their lives. Eighty-seven percent of enrollees not only stayed with the program over time but also improved their medication compliance from 40 percent to 92 percent. Program participants have achieved clinically significant health improvements, including a net drop in average Hemoglobin A1C1, a measure of blood sugar control in diabetes.

## Linking Benefits to Behavior

As a partner in the health of more than 18,000 employees and dependents, MemorialCare designs health care benefits that are financially sustainable for families and for the organization. Employees are able to qualify for lower cost Good Life Medical Insurance plans by completing a confidential personal health assessment and biometric screening, and participating in wellness related activities or self-care. Since its launch in 2013, more than half of MemorialCare’s employees have taken the steps needed to qualify for these plans.

## Leading Employers Choose an Integrated Continuum of Care

Changes in health care demand new approaches. More employers are choosing an integrated health care provider to offer high value care to their employee population. Leading employers are implementing wellness programs and preventive screenings, which along with convenient primary and urgent care can help keep their employees healthy.

With health care from a highly integrated network, employees can also access neighborhood imaging and surgical centers and leading hospitals, which provide advanced diagnostics and acute care when needed. To access MemorialCare’s fully integrated network of care, many southern California employers participate in high value partnerships like Anthem Blue Cross Vivity or Aetna Whole Health to improve care and reduce costs. In addition, MemorialCare offers customized solutions to fit the particular needs of an organization.

For more information on employee wellness programs or a free evaluation of your company’s health care needs, visit [MemorialCare.org/works](http://MemorialCare.org/works) or call (714) 377-2997.



# Our BSN program is challenging and rewarding.



ADVANCED SIMULATION CENTERS



OVER 300 CLINICAL PARTNERS

## Just like the real world.

To be successful in the rewarding yet challenging career of nursing, you'll need to hit the ground running. West Coast University is committed to preparing skilled and well-educated graduates who are ready to enter the work force in as little as **39 months**.

**FINANCIAL AID & SCHOLARSHIPS** available to those who qualify.

**Enrollment begins every ten weeks** and once you have been assigned a start date, you won't have to worry about wait lists to get the classes you need, as long as you successfully complete your courses.<sup>1</sup> Our focus on health sciences, technologically advanced Simulation Centers, over 300 clinical partners, and our WASC and CCNE<sup>2</sup> accreditations all set WCU apart.

### Our nursing programs include:

- Bachelor of Science in Nursing (BSN)
  - Licensed Vocational Nurse (LVN) to BSN
  - Registered Nurse (RN) to BSN - **NEW ONLINE PROGRAM**<sup>3</sup>
  - Master of Science in Nursing (MSN) - **NEW ONLINE PROGRAM**<sup>3</sup>
  - RN to MSN - **NEW ONLINE PROGRAM**<sup>3</sup>
  - MSN - Family Nurse Practitioner (FNP)<sup>4</sup>
  - Master of Health Administration
- Programs vary by campus*

WCU graduates receive ongoing CE discounts through our partner company, Contemporary Forums.



Learn more now—**866-249-7708**

**WestCoastUniversity.edu**

**WEST COAST UNIVERSITY**  
Founded 1909

<sup>1</sup> Students that have been conditionally accepted will be required to meet all admission requirements in order to advance into Nursing core courses. All students must progress normally and successfully pass their courses in order to advance into Nursing core courses. Students should review their program specific requirements located in the University Catalog for more information.

<sup>2</sup> WASC Senior College and University Commission - 985 Atlantic Avenue, #100, Alameda, CA 94501, 510-748-9001, [www.wascsenior.org](http://www.wascsenior.org)  
Commission on Collegiate Nursing Education (CCNE) - One Dupont Circle, NW, Suite 530, Washington, DC 20036, 202-887-6791, [aacn.nche.edu/CCNE/reports/accprog.asp](http://aacn.nche.edu/CCNE/reports/accprog.asp)

<sup>3</sup> Practice Experience is required in order to graduate from the RN to BSN, RN to MSN and MSN degree programs. The WCU RN to BSN, RN to MSN and MSN degree programs are not available to residents in all states.

<sup>4</sup> To practice in California, graduates must obtain national certification and seek BRN approval through "Method Two." For more information about Certification application requirements, please visit the California Board of Registered Nursing at, <http://www.rn.ca.gov/pdfs/applicants/np-app.pdf>. Precepted Clinical hours are required in order to graduate from the MSN-FNP degree program.

For graduation rates, median debt of graduates completing these programs and other important information, visit [westcoastuniversity.edu/disclosures](http://westcoastuniversity.edu/disclosures)



The Rinker Health Science campus comprises 7.5 acres of technologically innovative space.

## Hi-Tech Design Meets High-Quality Health Education

Chapman University's Harry and Diane Rinker Health Science Campus was designed to mark a new approach to 21<sup>st</sup> century health care. The technologically innovative space is home to Chapman University School of Pharmacy, the first of its kind in Orange County, and several graduate health science programs within Crean College of Health and Behavioral Sciences. The Rinker Health Science campus is a place for education, research and treatment, all within a collaborative and inter-professional environment.

The facilities boast the latest high-tech learning and research tools, including: exam simulation suite and control room; advanced anatomy lab for cadaveric dissection; state-of-the-art motion analysis lab; 3-D projection technology in classrooms; adapted exercise physiology lab; and a nuclear magnetic resonance spectrometer equipped with a CryoProbe.

Designed to embody a forward-thinking approach to educating tomorrow's advanced health care professionals, the facilities also feature flexible, shared classroom and research spaces, which promote inter-



professional education and interdisciplinary research. In addition, deans' suites, faculty offices and seminar rooms strengthen collaborations in research, teaching and clinical practice.

Harry and Diane Rinker are true Chapman University pioneers. Their 40 years of leadership and support have helped advance many campus programs and buildings. Their generous naming gift for The Harry and Diane Rinker Health Science Campus enables Chapman's growing visibility in the natural, physical, and health sciences, and establishes a lasting community asset in Orange County — one that will yield generations of critical healthcare providers prepared to solve the complex problems of the new millennium.



In recognition of their naming gift for the Harry and Diane Rinker Health Science Campus, Diane and Harry Rinker were named honorary doctors of the University and were honored with busts in their likenesses.

### Rinker Health Science Campus

9401 Jeronimo Rd.  
Irvine, CA 92618  
chapman.edu



Flexible, shared classroom spaces provide students with opportunities for inter-professional collaboration.



The anatomy lab integrates technology with traditional cadaver dissection in order to better train students.

# MEMORIALCARE HEALTH SYSTEM. YOUR EMPLOYEE HEALTH PARTNER.



You and your employees deserve a strong health network and affordable, quality care. We're here to help.



**Extensive Integrated Network** – With more than 200 locations stretching from the South Bay to San Clemente, ours is one of the largest Southern California networks of award winning primary care and specialty physicians, leading hospitals, and community based outpatient surgery and imaging centers.



**High Value** – Our unique partnerships, like Anthem Blue Cross Vivity, provide your employees with access to seven leading health systems in Southern California. And, the just announced Aetna Whole Health<sup>SM</sup> – MemorialCare health plans are designed to strengthen employee engagement and experience, improve care AND reduce costs.



**Custom Solutions** – Using proven approaches, our customized solutions fit the needs of your business. That includes wellness programs for healthy employees to management of chronic conditions, or a custom tailored network of care.

Discover how our experience can work for you. Visit [MemorialCare.org](http://MemorialCare.org) or call 714.377.2997 for a free evaluation of your company's health care needs.

greater newport physicians   memorialcare medical group   seaside health plan  
 long beach memorial    **MEMORIALCARE**  
 saddleback memorial   HEALTH SYSTEM   orange coast memorial  
 miller children's & women's hospital long beach   memorialcare innovation fund   community hospital long beach



## Exploring the Ins and Outs of Outsourcing the Billing Function

by Steve Williams, CPA, Managing Partner, HMWC CPAs & Business Advisors

Physician practices wrestle frequently with the decision about whether to outsource their billing processes. It can be hard to balance the pros and cons. What's good for one practice might not work for another.

So, whether you want to improve the billing practices within your practice or are looking for a vendor who can raise the output of your revenue cycle management, the answers to certain questions can lead to a better decision about outsourcing those functions.



Steve Williams

### Key Questions

How does your practice billing and collection metrics compare with industry standards? Do you believe your billing and collection procedures and systems would benefit from upgrades? Have you accepted the need for more investment in your revenue cycle technology, but lack the necessary capital? Do you know where to allocate your limited resources to maximize net revenue? Are your billing and collection operations keeping up with the practice's growth?

Reimbursement models and payer requirements are evolving constantly, so be sure your revenue cycle processes and technology are up to the challenge. For example, is your practice able to keep up with changing compliance and payer policies? Have you had difficulty recruiting and retaining qualified billing and collections staff? Do you have any concerns about misappropriation of funds or fraudulent billing?

If the answers to many of these questions are affirmative, consider subcontracting billing and collection functions to an outside vendor.

You should prepare a complete financial analysis of the current cost of your billing operations (staff, space, supplies, management, etc.) in order to compare the current cost against potential alternative outsourcing costs.

### Third-Party Billing

The options available for outsourcing the billing function vary widely. This is a complex decision, and will require a significant investment in time and expertise. Finding the right vendor can be one of the best decisions you make for your practice...and a bad decision can create devastating results.

The right partner will immediately improve all aspects of your billing and collecting processes. They should have a concentration of experienced coders, collectors, IT staff and process evaluators. All of these tools will be at your disposal. Areas that you have found to be annoying and bothersome simply become routine with an experienced vendor. As the business of maximizing reimbursements becomes more and more complex, having experts in your corner can be invaluable.

But, it is still not a fit for everyone. Many practices have retained and nurtured quality staff that are able to provide the level of expertise needed in the current environment. So if you are keeping your billing process in-house, be sure you are providing effective continuing education for your team.

### Always Consider Your Options

Regardless of how comfortable you are with your current process, all practices should review this issue every few years. Simply being comfortable with your current process does not mean it is the best option for you.

*Steve Williams is the managing partner of HMWC CPAs & Business Advisors and heads the firm's Healthcare Practice. Phone: 714.505.9000, www.hmwc CPA.com.*

## Do you have the right counsel in your corner?

Our clients are advancing innovation in digital health, medical devices, pharmaceuticals, life science and biotechnology by developing solutions for diabetes, glaucoma, obesity, hypertension, cancer, back pain, ocular disease, refractive surgery and more. **Expertise Counts.**

**Stradling**  
Attorneys at Law

**SYCR.COM**

949-725-4000

Stradling Yocca Carlson & Rauth, P.C.  
660 Newport Center Drive, Suite 1600  
Newport Beach, CA 92660

Newport Beach-HQ | Denver | Reno | Sacramento | San Francisco (Financial District)  
San Francisco (SOMA) | Santa Barbara | San Diego | Santa Monica | Seattle

**ENJOY LIFE'S BEST MOMENTS  
WHEN YOU PLAN FOR  
A HEALTHY FUTURE**



**KPC  
Health**



Orange County • Anaheim • Chapman • South Coast

**Global Medical Centers**

Enjoy Life in  
**Great Health**

[www.KPCHealth.com](http://www.KPCHealth.com)