

ChiroNET/NIHC Group News

Healthcare Reform?

In the January 2011 Newsletter, I made the following statement concerning healthcare reform. Did you believe me? Did you take any action?

"I believe Insurance Carriers have already begun implementing their version of "healthcare reform". At the end of the day, corporations are going to protect their shareholders and profits. It is what the CEO gets paid to do. That means higher premiums for employers and members, lower reimbursements for Providers, more difficult "pre-auth" processes and a smaller pool of in network Providers. Members will have higher copays and deductibles because employers will protect their profits. In a nutshell, I believe insurance companies will make "seeing a Doctor" more costly and difficult for people with insurance. This will allow them to maximize the profit margins on those products and members."

The top four healthcare companies in America have all just recently announced their first quarter earnings. The "results

shocked Wall Street" according to financial analyst Larsen Kusick of the Phase 1 Investor. The earnings EXCEEDED Wall Street's already optimistic projections by an average of 42%! Imagine if your Practice could do this!

At the same time, I also wrote:

"Providers will need to market every potential insurance member/source, increase the number of patients/office visits, reduce overhead and basically become business owners rather than healthcare providers. For most, this transition will not be easy. For some, it will be impossible. ChiroNET/NIHC Group is already developing contracts and carriers to get our Providers in network as the new products are released. We have designed our "Healthy Marketing Program" to assist a Practice in growing their patient base and we are enhancing our "Value Plan" to provide complete contracting services to our clients."

I ask again...do you believe me? Have you taken any action?

CIGNA/ChiroNET Transition

Throughout the month of April, ChiroNET has given notice or returned all Dates of Service after 04-01-11 to Providers with information explaining these claims must be submitted directly to CIGNA or ASH. Effective May 1st, 2011 these erroneous claims have been properly shredded by ChiroNET.

Please submit any Dates of Service PRIOR to 04-01-11 to ChiroNET for processing and

your In-Network Reimbursement. These dates must be received immediately to meet filing deadlines. (Fax to 817-886-8891, or email to claims@chironetservices.com, or standard mail.)

Any Dates of Services for 04-01-11 and AFTER must be submitted directly to CIGNA or ASH.

President's Corner:



When you read the article titled "Healthcare Reform?" you will see my analysis of our industry is already proving correct. I know I keep repeating myself, but what are you doing to prepare for the changes already happening? Below are seven Marketing Strategies as published by Jameson Management:

- Know your target audience
- Repeat your message five times
- Content should be [patient] focused
- Include an action statement
- Include a limited time offer
- Be consistent
- Track your results

These seven steps are not rocket science. In 2010 ChiroNET was named #393 on the Inc. 500 fastest growing privately held companies based off these very strategies. Our "Healthy Marketing Program" will show you how to implement these same successful steps.

"Today's preparation determines tomorrow's achievement."

- Anonymous

Call me today if you would like more information.

Van A. Hartnett
President, ChiroNET, L.L.C.
and National Integrated
HealthCare Group

Cigna Monthly Management Reports

The following information applies only to North Texas and Oklahoma providers only!

If you have not received one or more of the following reports, this absence identifies that you had no activity for the specific "task" during the month. I.E. you did not submit any Charges to ChiroNET.

Charges by Rendering Physician:

Details all Charges submitted to Cigna by ChiroNET for your practice during the month. *This report should be utilized to verify Dates of Service submitted to ChiroNET.*

ChiroNET Explanation of Benefits:

Details all Payments received via Cigna and other Cigna companies by ChiroNET for your practice during the month. *Your corresponding check will be attached to the End of Month Package.*

Appeals Status Report:

Details all Charges that ChiroNET is appealing during the month on behalf of your practice and any additional information we need from your Practice to assist in the appeals process.

Request for Information from Provider Report:

Details all Charges that ChiroNET needs assistance from your Practice in order to get you paid. *Remember, ChiroNET will appeal all denied and short paid claims as part of our services to Participating Providers.*

Industry News

CIGNA/ASH Transition Problems

We appreciate the continued calls concerning the problems ASH seems to be having transitioning your In-Network status to their program. Please be aware ChiroNET offered to forward all our credentialing information and file copies to CIGNA/ASH to assist with the transition. Our offer was refused by CIGNA stating "we and ASH have plenty of manpower to handle the process."

Unfortunately, there is very little ChiroNET can do to assist your Practice if you submitted your paperwork directly to CIGNA/ASH. CIGNA forwarded us an eighteen page legal contract and insisted we complete it before they would talk to us concerning a specific clients' credentialing status with ASH....then they stated their attorneys would have to review our responses and they would get back to us! We continue to send emails and make phone calls to both CIGNA and ASH, but have only been given the same incorrect, confusing information as Providers have been receiving. Below are some suggestions and phone numbers that may help you obtain resolution:

- If ChiroNET submitted your credentialing paperwork to ASH on your behalf, we're handling the "error" ASH has made concerning the effective dates.

- If you submitted your credentialing paperwork directly to ASH, AND YOU HAVE

PROOF YOU MET THE FILING DEADLINE, become as aggressive as you must. If ASH does not honor the commitment made to you by CIGNA, you should have legal recourse.

- Avoid CIGNA's Customer Service department. They apparently have only incorrect information concerning the transition.

- DO NOT submit claims for Dates of Service after 04-01-11 under ChiroNET's Tax ID Number. Payment for these claims will be made to ChiroNET with no way of dispersing the funds to each Provider.

- Submitting claims under ChiroNET's Tax ID Number will result in fraudulent filings with the IRS that may result in an audit of your Practice.

- Ask CIGNA for your "assigned Provider Services Representative". Each Provider should have a specific Rep.

- Call Roberta Shoat with CIGNA at 972-863-5117

- Call Diane Mendoza with CIGNA at 972-863-5085

- Call Gene Gerard with CIGNA at 972-530-2329

- Unfortunately, we don't have any phone numbers other than Customer Service for ASH. If they give you incorrect information, immediately ask for a Supervisor.

Monthly Email Notices

04-02-11: [What is Your Game Plan?](#)

04-05-11: [3-2-1 iPad Giveaway!](#)

04-18-11: [iPad Drawing—You Missed 3 Entries!](#)

04-25-11: [Last Week for the iPad Drawing!](#)

04-28-11: [Beech Street Dental Plan Update](#)



Ph: 817-886-8890 Fax: 817-886-8891



email us - freeinfo@chironetservices.com or freeinfo@NIHCGrp.com