



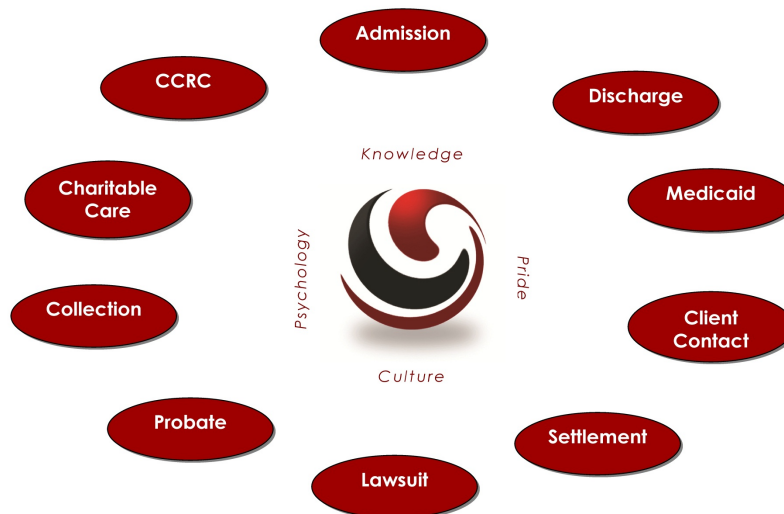
Resolving Revenue

Aging Services of Michigan / Nov 2012

Aric D. Martin

Rolf Goffman Martin Lang Co., LPA

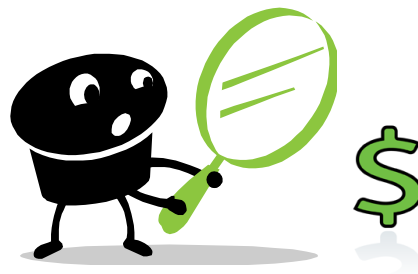
Rolf Approach to Accounts Receivable



Billing / Accounts Receivable
Operations

www.RolfLaw.com

Root Cause Analysis



**Current
Environment**

Attitudes Towards A/R



What Services Do You Provide?

- Daughter is admitting her mother because she has been falling at home
- We wish to go above & beyond what a “typical” NF provides
- **Checking on the resident**
 - Standard in the business
 - What we will do
- **Observing the resident**
 - What is reasonable
 - What we will do

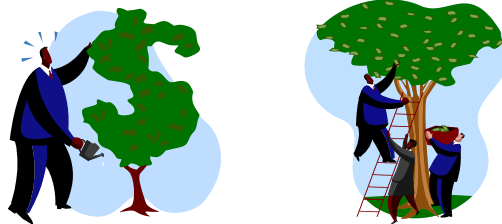
True or False?

Long-term care is expensive.



True or False?

Nursing facilities are raking in the cash.

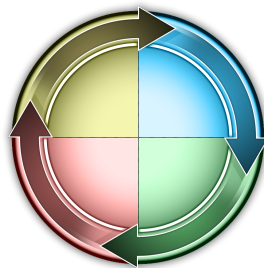


True or False?

Residents & families who come
to your facility
do not have
any other options.



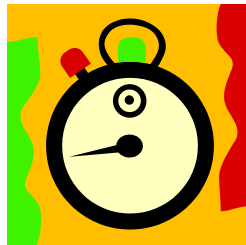
Admissions Process



- The admission application
- Completing admission agreement
- Transfers from other facilities
- Admissions from the hospital
- Involvement of administrator in admission process, or tiered process

- Voluntary guarantor
- Contingent obligations
- Credit cards
- Financial credit checks
- Representative payee
- Direct deposit
- Coinsurance for short stays

Tracking & Follow Up



- Established A/R policy (in writing)
- Removal of discretion. Consistency
- Tracking of resources for long-term admits. Proactive follow up
- Shortened time frames for response
- Use of discharge process
- Interest

Medicaid



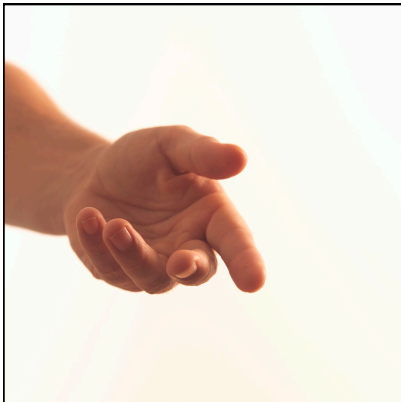
Amicable Resolution



Lawsuit



Charitable Care



CCRC



**Closing
Thoughts**



Martin@RolfLaw.com
(216) 514-1100 ext. 289

Copy of the Slides
www.RolfLaw.com/ASM

