

A MESSAGE FROM THE CEO



Dear Colleagues and Friends,

R. Buckminster Fuller wrote, "Never forget that you are one of a kind. Never forget that if there weren't any need for you in all your uniqueness to be on this earth, you wouldn't be here in the first place. And never forget, no matter how overwhelming life's challenges and problems seem to be, that one person can make a difference in the world. In fact, it is always because of one person that all the changes that matter in the world come about. So be that one person."

Did you have a chance to learn more about I.M. Sulzbacher in this issue of The Synergy Post? What a fine man and inspiring story! When I look back at the Health Care Heroes we have featured, I am struck by how much difference one person can make. When I meet so many more dedicated CHC staff at conferences and meetings, I am humbled by the tremendous difference each one of you is making in your communities.

No matter where we are in our lives, it is always useful to think about the legacy we want to leave. I know that I just want to make things better...for your patients, for you and your health centers, my family, my community, and for the amazing members of the Synergy Billing team. That passion drives me and I know that it drives you.

And, while it's true that we start by recognizing the unique contributions that only each of us can make, I believe that it is also true that we can't bring our dreams to fruition without surrounding ourselves with a healthy team. No, I don't mean a team that never takes a sick day, I am talking about creating a team that is sustained by trust, transparency, and a shared commitment to the greater mission.

We are in the health care business. I think that it is critical that our organizations are healthy. At Synergy Billing, we are finding that as we strive to foster a healthy culture, we are more effective and our team members are happier and more engaged.

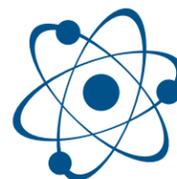
Our mission is to help Community Health Centers improve access to primary health care by maximizing their revenue. We do that, of course, through revenue cycle management and credentialing. But, we go far beyond those services to touch every aspect of your operation that can impact revenue. In this issue, you learn more about our training and education programs that are improving operations at CHCs across the nation. I am also available to help you understand more about how you can assess the health of your organization. One academic study revealed that 46 percent of an organization's net profit can be affected by organizational health. I suspect that would mean a great deal to a struggling health center!

So, each of us has a unique contribution to make this world a better place. Never doubt that you can make a difference. I want to be that one person.

Sincerely,



Jayson Meyer delivering the keynote at a recent Primary Care Association annual conference



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SYNERGY POST

3rd QUARTER 2017 SYNERGY BILLING NEWSLETTER

TRAINING AND EDUCATION KEY TO SUCCESS FOR SYNERGY BILLING CLIENTS

When Jayson Meyer began providing revenue cycle management for Federally Qualified Health Centers, he "reverse engineered" the payers' requirements and made certain that every data point was correct. As more and more Community Health Centers began requesting assistance from Synergy Billing, it became necessary for Jayson to train new staff members to follow his carefully developed process. This training became more and more refined.

By 2013, Jayson had developed a formal curriculum for The Synergy Billing Academy that combined both classroom instruction and experiential learning. Several local colleges asked to send their medical coding and billing students to the Academy to complete their required externships. CareerSource Volusia Flagler, the local workforce organization, began sending clients with some health care background to Synergy Billing for the training program, as well. Over the years, more than 80 percent of those who completed the training program were hired by Synergy Billing, with many others finding employment elsewhere in the robust health care field.

Synergy Billing employees continue to receive training throughout their

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Synergy Billing CEO Jayson Meyer conducted an Executive Briefing for Utah Community Health Center CEOs and CFOs.

HEALTH CARE HERO

Many community health centers bear the names of pioneers who devoted their lives to improving access to health care and serving our most vulnerable populations. We believe the stories behind these names are inspiring and instructive and want to share them with our friends and colleagues. In this issue of the *Synergy Post*, we honor **I.M. Sulzbacher**, after whom the Sulzbacher Center for the Homeless is named. One component of the Center is the Sulzbacher Medical Center, a Federally



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HAVE FEEDBACK OR IDEAS? Let us know what you think, we'd love to hear from you! Reach out to us with your ideas and suggestions for future issues at: newsletter@synergybilling.com

careers with us and the Synergy Billing Academy became the foundation for success for our clients. That is one of the reasons that we say, "There is no substitute for a Synergy Billing Specialist."

Career Source found this modest program to be so effective that the organization asked Jayson to create a curriculum to train their clients with no health care background to become medical billing specialists. In a community with a high percentage of hospitality and retail jobs, these positions offer real opportunity for professionals to support their families and a bright future with a growing company like Synergy Billing, local hospitals, and other health care organizations.

From this request was born Synergy Career Ignite, a four-month program that also incorporates classroom instruction and experiential learning, embedded within the Synergy Billing operation. The success of the first class in 2016 inspired CareerSource to request a second program. The 15 students in that program will graduate in early October 2017 and many are expected to join Synergy Billing.

"My commitment to provide meaningful employment in the community has created some challenges, but I am so pleased that we have been able to keep that commitment by 'growing our own' Synergists," says Jayson. "Because of The Synergy Billing Academy, we are able to create hundreds of good jobs right here in the U.S., much as our Community Health Centers do." He recently announced the formation of The Synergy Career Academy, a not-for-profit school that will build on the accomplishments of the earlier programs.

Our commitment to training extends to our clients and to Community Health Centers across the nation. We are always



Proud graduates and faculty of the Synergy Billing Boot Camp conducted for the Association of Utah Community Health.

pleased to offer programs for our clients, such as front desk and provider training.

Often, health center billing employees are new to their roles or to FQHCs. To address this need, we have created another much-in-demand program. Our Billing Book Camps are offered through Primary Care Associations. This two-day program is an intense learning experience that leaves attendees energized, knowledgeable, and effective. "The staff who attended the Synergy Billing Boot Camp were so enthusiastic about the program that we have already scheduled them to return next year," says Mandy Derian, Billing and Revenue Cycle Coordinator for the Association for Utah Community Health. "In fact, our billing staff also asked to have Synergy Billing provide training for front desk staff."

For more information on holding a Billing Boot Camp for your PCA, contact Jeannette Duerr at jduerr@synergybilling.com

Qualified Health Center. We are deeply grateful to the staff of the Sulzbacher Center for their assistance in developing this article, which also includes information from the Florida Times-Union. Special thanks go to Cindy Funkhauser, CEO, Eileen Briggs, Chief Development Officer, and Linda Lanier, former CEO, for their kind assistance with this article.

I.M. Sulzbacher was born in Rome, Georgia, in 1913, to Joseph and Edna May Sulzbacher. After graduating from Dartmouth College, he was employed by L.S. Rothschild & Company from 1934 to 1938. He also established a trucking company in Rome. After serving in the Navy during World War II, Mr. Sulzbacher moved to Jacksonville, Florida, in 1946. There he became President of Jacobs Jewelers until 1960, when he entered the insurance industry. He developed a distinguished career in this field over the next three decades.

Mr. Sulzbacher was a member of the very first Jacksonville City Council and was three times selected Outstanding City Councilman. He was a dedicated civic leader, active in the Chamber of Commerce, Jacksonville Convention and Visitors Bureau, Jacksonville Transportation Authority, YMCA, Memorial, Salvation Army, the Mayor's Fiscal Policy Committee, as well as scores of other organizations. He was named Citizen of the Year in 1997 by the Chamber of Commerce. Perhaps most significantly, he chaired the Emergency Services and Homeless Coalition of Jacksonville. As a result of this service, he led the development of a center for the homeless.

The I.M. Sulzbacher Center for the Homeless opened in 1995 to serve homeless men with a night's shelter and breakfast. It is now home to 360 men, women, and children. The Sulzbacher Medical Center that was opened at the same time provides a full array of primary, behavioral, and dental health care services to 200 patients a day. It has always been open to the wider community.

"When you **better** the lives of
you better your **others,**
own life."

-I.M. Sulzbacher

Mr. Sulzbacher passed away in 2001, but many staff of the Center and friends are still inspired by his legacy.

Linda Lanier was the CEO of the Sulzbacher Center from 1996 to 2003. "They don't make them like that anymore," she says. "I still miss him. He was both smart and wise, drawing the best from people." She goes on to explain that Mr. Sulzbacher was never involved in the Center for himself. He trusted the experts on the staff as they created a new model for homeless facilities that did not serve as a "parking lot," but as a place in which individuals could achieve their highest potential.

"He wasn't a pushover," recalls Ms. Lanier. "He used to say that we could only spend a dollar one time. It was the great community respect for Mr. Sulzbacher that drove community support for the Center."

At the ceremony at which it was announced that the Center would

be named for him, Sulzbacher was genuinely surprised at the honor. "He was both humble and proud," said Ms. Lanier. "He believed in servant leadership and did not seek any recognition for himself."

We salute Mr. I.M. Sulzbacher and the staff and volunteers who continue to keep his vision alive. Well done!

SYNERGY ON THE ROAD



Synergy Billing staff visiting with Leigh Ann de Monredon, C-ANP, MSN, RN, Medical Director, of Odyssey House in New Orleans



With CEO Mr. Willie White, we were honored to sponsor the 25th Anniversary gala of the David Raines Community Health Center and support the education of four young people.



CEO Jayson Meyer and team at the 2017 Community Health Institute in San Diego

FIVE STEPS TO GET READY FOR UPCOMING MEDICARE CHANGES.

Medicare is taking steps to remove Social Security numbers from Medicare cards, which will all be replaced by April 2019. CMS recommends five steps to help your center get ready.

1. Go to the CMS provider web site and sign up for the weekly MLN Connects® newsletter.
2. Attend their quarterly calls to get more information. The newsletter provides a schedule of those calls.
3. Verify all of your Medicare patients' addresses. If the addresses you have on file are different than the Medicare address that you see on electronic eligibility transactions, ask your patients to contact Social Security and update their Medicare records.
4. Work to help your Medicare patients adjust to their new Medicare cards. Later this fall, there will be helpful information about the new Medicare cards that you can display. Hang posters about the change in your centers to help spread the word.
5. Test your system changes and work with us to be sure office is ready to use the new MBI format.

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<https://www.cms.gov/Outreach-and-Education/Outreach/FFSProvPartProg/Provider-Partnership-Email-Archive.html>