

## How to Hire Better Front-Desk Staff

[From Physicianspractice.com by Audrey McLaughlin RN]

Many practices really struggle with hiring and training a front-desk person (the person who will create that all-important first impression for your practice). The struggles are real; most offices budget near-minimum wage for this position and seem to have difficulty finding the right person to handle the huge responsibility of this position.

The best go-to answer for this problem is to pay a little more in salary to recruit for this position. It's true; you often get better quality applicants if you can raise the hourly rate of pay for this vital position. It can be difficult to find a professional with the type of experience you are looking for if you only pay a low hourly rate.

But if you can't find the extra money to increase salary, what other options are available that won't necessarily cost more? Here are some options:

### **REARRANGE RESPONSIBILITIES**

Perhaps you should take away appointment scheduling from the front desk, as there are often face-to-face patients requiring more attention. Calls could be redirected through an automated PBX system to another staff member.

### **SEARCH FOR CANDIDATES WITH A HIGH ATTENTION TO DETAIL**

This is as simple as giving applicants specific instructions to follow. If they don't follow those instructions in the application process, exactly, then don't even give them a second look. After all, if they are responsible for the first impression in your office, they should be diligent in making the optimal first impression to you.

### **HIRE FOR PERSONALITY AND TRAIN THE SKILLS**

You can't train someone into a bright, sunny, and welcoming demeanor. So, hire for personality, attitude, and worth ethic - the skills and other aspects of the job can be taught.

"YOU CAN'T LIVE  
A PERFECT DAY  
WITHOUT  
DOING SOMETHING  
FOR SOMEONE  
WHO WILL NEVER  
BE ABLE TO  
REPAY YOU."

— JOHN WOODEN  
IT'S ALL YOU BOO.COM

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# Humana®

## Lunch and Learn

An Educational Event for LRPHO Office Managers and Staff

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**June 7, 2023**

**11:30 a.m. – 1:00 p.m.**

**The Cascade Room**

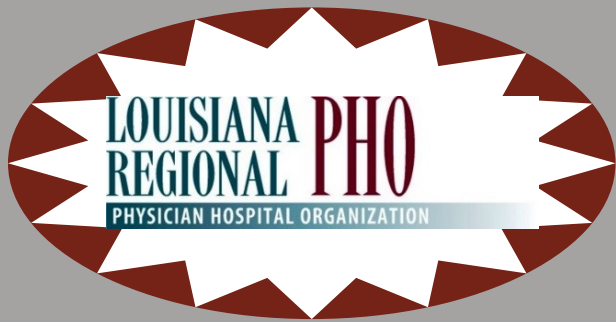
**[Rapides Women's & Children's Hospital]**

*Join us for Lunch and an  
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**RSVP to Julie at 318-769-7480  
or [julie.simpson@hcahealthcare.com](mailto:julie.simpson@hcahealthcare.com)**

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# CARTOON CORNER

## LRPHO Payer Claims Timely Filing Cheat Sheet

Aetna Commercial	120 Days
Aetna Medicare	120 Days
Cigna	90 Days
Coventry	180 Days
First Health	90 Days
Gilsbar	90 Days
Humana	90 Days
Humana Medicare	365 Days
Humana Medicaid LA	365 Days
Multiplan	90 Days
PHCS	90 Days
Plan Vista	90 Days
PPO Plus	90 Days
UHC Commercial	90 Days
UHC Medicare	365 Days
UHC Medicaid LA	365 Days

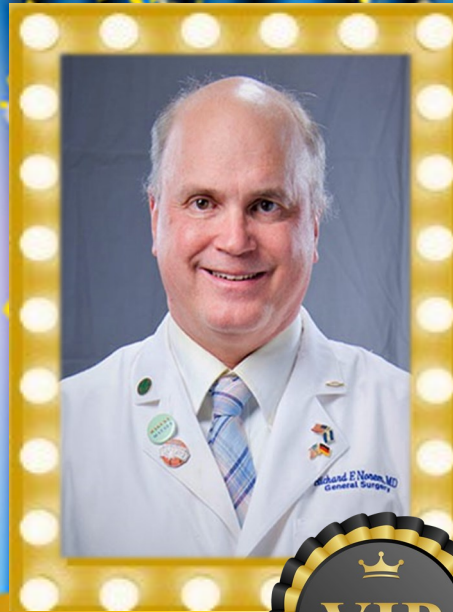
### \*UPDATE: LRPHO 2023 PAYER FEES DOWNLOAD\*

The LRPHO Payer Fees for 2023 will be ready for distribution the second week of May. We are no longer able to place them on a CD. In place of the CD, they will be emailed to you as an Excel Spreadsheet to save on your desktop. If you have any questions regarding the LRPHO 2023 Payer Fee Download, please call our office at 318-769-7480 or email [julie.simpson@hcahealthcare.com](mailto:julie.simpson@hcahealthcare.com).

# MEMBER SPOTLIGHT

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# The Price of Patient Relationships

[From Physicianspractice.com by Josh Weiner]

Let's face it, today's patients are flighty. They're significantly more likely to switch practices than patients of just a few decades ago. In fact, experts estimate that one in three medical patients will leave their current provider within the next couple of years. A surprisingly large number of these are not switching due to insurance change or a household move, but because of unmet expectations. Driven by the experiences they've had in other industries, patients are looking for innovations and advances in their patient experience. Unfortunately, many providers are failing to meet these expectations.

Practices that ignore the needs of today's patients will quickly lose them. These losses are extremely costly, with research showing that losing a patient due to dissatisfaction results in the loss of over \$200,000 in income over the lifetime of a practice. Multiply that by the "one in three" patients who expect to switch practices and you can quickly see just how much those patient relationships are actually worth.

## Technology Helps Practices Retain Patients

To build strong relationships with your patients, you have to meet their expectations. One of the main things they are looking for? Technology. Ninety percent of patients say they won't stay with a practice that doesn't provide the digital experience they want and 83 percent of those looking for a new provider say they're hunting for one that offers the latest in digital technology.

The PwC Health Research Institute recently conducted a widespread study to look at the defining issues of the healthcare industry. The report advised, "Organizations need to educate both patients and clinicians how to use available tools and integrate them into care." Adding technology to your practice will strengthen your patient relationships and improve patient retention, ultimately increasing your bottom line. Including funds in your budget dedicated to technological investments that improve the patient experience will be worth it in the long run. The following are the most popular technologies patients are seeking:

**Digital Self-Scheduling:** Research shows that 77 percent of patients want to book their own appointments. Online self-scheduling tools allow patients to view the physician's availability and select an appointment time that best suits their schedules at their convenience. This minimizes the need for rescheduling, eliminates phone calls, and reduces frustration for patients and staff members

**Online Billing and Payment:** Patients are looking for digital options when it comes to both billing and payment. Around 80 percent of patients say they want to pay their healthcare bills online. Unfortunately, 90 percent of surveyed providers still use paper patient statements and as a result only 20 percent of patient make any online healthcare payments.

**Mobile Communication:** Patients are looking for digital access to their doctors' offices and want to remove the need for a phone call. They want to be able to request a prescription refill or ask a health question in a more convenient manner. A recent Harris Poll found that 59 percent of insured patients and 70 percent of millennials would choose a primary care provider who offered mobile options over one who did not. Enabling practice texting (especially two-way texting) is an easy way to meet this demand.

**Access to Medical Records:** Easy access to medical records is one of the top requests of today's patients. While health information is now available electronically more than ever before, over half of patients (55 percent) say that they have little to no access to or control over their medical information. If you haven't given your patients' electronic access to their medical records, now is the time to do so. If you choose to make the switch to online patient medical records, be sure to educate your patients how to access these records, because there is a good chance your patients will not know how to access their records without initial instruction.

Running a business successfully, regardless of industry, is all about creating strong, long-term relationships by meeting the demands of your market. And the healthcare market is demanding additional technology. So as you create your budget for the upcoming year, take an assessment of your practice. Are you offering the digital experience today's patients demand? If not, see where you can make some changes. A small investment in those patient relationships now can lead to great dividends in the future.

# UnitedHealthcare Provider Portal

## Snapshot

The UnitedHealthcare Provider Portal has more than 60 online tools – including eligibility, prior authorization, referrals and more – to help you get the answers you need quickly, 24/7, at no cost to you. Plus, no phone calls are required, and you get better documentation and visibility on claims, prior authorizations, referrals and more.

The screenshot shows the UnitedHealthcare Provider Portal interface. Callout boxes provide the following information:

- Access TrackIt and see what tasks need attention:** Points to the TrackIt notification icon in the top right.
- Use the search bar to quickly find any tool in the portal:** Points to the search bar at the top.
- Get the latest training and technical resources:** Points to the Training & Support dropdown menu.
- Manage users, demographics, paperless delivery and more:** Points to the Practice Management dropdown menu.
- Make changes to your personal profile and settings:** Points to the user profile dropdown menu (Taylor).
- Access the tools you use from the menu bar at the top of the page or the tabs on the left:** Points to the main navigation menu and the left-hand tool tabs.
- Use the Payer and Provider dropdown menus to switch the information used in your searches and tasks:** Points to the Payer and Provider dropdown menus.
- Change the order of the tabs based on your preference or remove the ones you don't need:** Points to the Customize Tabs button.
- Find important UnitedHealthcare news and updates:** Points to the UnitedHealthcare Updates section in the left-hand menu.
- Find shortcuts to resources, links and tools:** Points to the Quick Links & Tools section on the right.



### Questions?

To access the UnitedHealthcare Provider Portal, go to [UHCprovider.com](https://UHCprovider.com) and click Sign In in the upper-right corner. Then sign in with your One Healthcare ID and password. For help accessing the portal, please contact UnitedHealthcare Web Support at [providertechsupport@uhc.com](mailto:providertechsupport@uhc.com) or **866-842-3278**, option 1, 7 a.m.–9 p.m. CT, Monday–Friday. You can also learn more in the [UnitedHealthcare Provider Portal Overview interactive guide](#).

# Let's speed up claims processing, together.

Smart Edits is a claims optimization tool which identifies billing errors within a claim and allows care providers the opportunity to review and repair problematic claims. Smart Edits are sent within 24 hours of a claim submission, so you can review identified claims in a matter of hours instead of potential claims denials days later. Smart Edits are expected to increase the rate of accurate claims you submit, help improve the claims processing time, and reduce claims denials and resubmissions.

## Smart Edits Help You:

- ✓ **Get Your Claims Processed Faster**  
We'll send you notification of claims that are likely to be denied within hours of submission so you can correct them and receive payments sooner.
- ✓ **Save Time**  
Reduce rework of claims with errors before they're processed.
- ✓ **Increase Collaboration**  
Smart Edits allow us to collaborate with you to help ensure claims are submitted accurately with the right information. If what you submit doesn't match with our policies, we'll let you know sooner rather than later!
- ✓ **No New Software**  
Smart Edits help you continue with your current process of using the EDI industry standard 277CA clearinghouse rejection report. You don't need to sign up or download any new software.

## Here's what you can do:

### Respond to Smart Edits quickly.

Review, correct and modify the claim that was identified by responding to the edit message on the 277CA clearinghouse rejection report. For additional information on how to respond to Smart Edits, visit

[UHCprovider.com/smartedits](https://uhcprovider.com/smartedits).

### Stay up to date.

Visit [UHCprovider.com/smartedits](https://uhcprovider.com/smartedits) for our Smart Edits interactive guides and additional resources.

### Ask for help.

Is something not adding up? For specific questions, contact EDI Support:

**Online:** Use the [EDI Transaction Support Form](#).

**Email:** Email [SupportEDI@uhc.com](mailto:SupportEDI@uhc.com).

**Phone:** Call 800-842-1109.

