Our Business is Making Your Business More Money

Three Ways to Increase Reimbursements
As the nationwide leader in medical provider contracting, Healthcents offers many ways to increase your payer contracts’ reimbursements. We specialize in enabling medical practices, ASCs, medical device companies, big Pharma, and hospitals to maximize payer contracts’ reimbursements using three complementary solutions:

- **Healthcents™ Consulting Services**
  Healthcents enables more profit by increasing payer contracts’ reimbursements. We’ll show you what to look for and how to negotiate contracts that will bring you more patients, improve your bottom line and simplify your work.

- **RevolutionSoftware™ Cloud-Based Web Service**
  Having the right tools makes any job easier. That’s why Healthcents decided to create our leading cloud-based web product, we brought our two decades of experience and expertise to bear. RevolutionSoftware was developed to enable you to benchmark and to identify patterns in payer contracts’ reimbursement to enable you to maximize revenue.

- **“A Blueprint for Success” Payer Contracting Classes**
  Regardless of whether you represent a hospital, a practice, an ASC, or a vendor of medical equipment, medicines or supplies, there is information that third party payers simply don’t want you to know. Upon completion of this course you’ll not only have that information, you’ll learn specific methods to increase revenues and negotiate commercial payer contracts.

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**The Healthcents Leadership Team**

**Susan Charkin, MPH  Founder, President and Co-Owner**
Susan leads client strategy and new business development for the company. She has a very successful and proven track record in enabling medical care providers to make more money. Susan’s background includes over 15 years of experience in senior contracting positions with Health Net, Blue Cross of California, Blue Shield of California, Blue Cross Blue Shield of the National Capital Area (Washington DC), Aetna, MaxiCare and the University of California, San Francisco. Susan has a complete understanding of Healthcare reimbursement from the perspective of both providers and insurance companies and is one of the few individuals in the USA with this unique background. Susan is also a leading author and national speaker on managed care contracting issues and has been published in key industry journals. She holds a Masters in Public Health Administration from USF and was a Trustee at Natividad Medical Center, a 160+ bed public tertiary care facility in Central California.

**Steve Selbst  CEO and Co-Owner**
Steve directs our business operations including contracting and reimbursement analysis. He is responsible for all of Healthcents Inc’s business processes, contracts management, negotiations, and computing systems which are used to enable Healthcents to get providers maximum reimbursements on payer contracts. He has negotiated over 4000 payer contracts and is the inventor of RevolutionSoftware, Healthcents’ state of the art web service product for payer contracts’ analysis. Under Steve’s leadership, many of the largest practices in the USA have become our reference accounts. Steve leads the development and delivery of our ‘Blue Print for Success’ Payer Contracting Class which teaches medical providers the “secret sauce” about how to negotiate payer contracts. Steve’s background includes over two decades of Executive Management with IBM and he is well known in the software and healthcare businesses as a leader who builds new businesses quickly and profitably. Steve holds a BS in Business from Arizona State University, Summa Cum Laude, and was invited to apply for a Fulbright Scholarship.

**Regina Vasquez  VP of Accounts and Operations**
Our VP of Accounts and Operations, Ms. Regina Vasquez, has been successfully leading and closing payer contracts for our clients since 2004. Since then, she has successfully negotiated thousands of payer agreements for clients across the United States and was the team leader in assisting one of the largest payers in California to negotiate and credential a complete skilled nursing facility network. Regina’s work with Healthcents has proven her to be a savvy negotiator with established success delivering to our clients improved revenue and profit through increased reimbursements from commercial payer agreements. Regina has 10+ years of contracts negotiations and project management experience plus five years working as an ancillary professional in the postpartum unit of a large, private hospital in San Diego County, California.
• Do your contracts have poor reimbursement rates?
• Do your contracts contain unfavorable language or non-attainable service and quality-of-care indicators?
• Are you getting less-than-reasonable compensation for the procedures that you perform?
• Has your organization recently been locked out of contracts by closed provider panels?
• Are there key payer networks that you’re not in?

If you answered “yes” to any or all of the questions above, then Healthcents can help!

Ask Yourself These Questions

Effectively Negotiating More Profitable Contracts
As the costs of running a practice, ambulatory surgery center, medical supply company, big Pharma or hospital increases, physicians, executives and office administrators must be able to maximize and expand in network payer reimbursements. Our company’s mission is to make your company more money from your payer contracts by analyzing and negotiating your commercial payer contracts.

What Good Is a Bad Contract?
In our experience, too many quality providers simply settle in their negotiations with payers. The forces that drive contracting today have overshadowed the ability to achieve a proper balance between quality of care and a fair return for medical services delivered. In almost all cases, you can do better and we’re here to help.

We Enable Increased Revenues
A quick review of your contracts and practice management processes and procedures is likely to show you many ways to improve your revenue and profitability. The key is to make sure that you are receiving the maximum reimbursement possible. In the confusing maze that is today’s Managed Care Contracting process, it is often nearly impossible to navigate it yourself. Therefore, you may be leaving money on the table.

Our consultants, cloud-based web product, and training classes work together to help you increase revenues by:
• Improving your reimbursement rates (fee-for-service and capitated)
• Getting new, more profitable payer contracts in place
• Completing a thorough payers’ fee schedule analysis including benchmarking, payer comparisons, claims analysis, chargemaster analysis, and in vs. out of network analysis
• Performing a benchmarking analysis of payer fee schedules to set fee schedule proposals
• Renegotiating existing contracts
• Determining how your current reimbursement compares to other providers
• Overhauling and improving existing billing and collections systems and business processes
• Developing new business and marketing strategies
• Training physicians and office staff in contracting and claims management
• Auditing claims
• Coordinating collections and other third-party billing services

Healthcents offers the experience, knowledge, and professional reputation to support your unique payer contracting needs and encourages true contractual “win-win” partnerships with payers.