

Building “Customer” Loyalty

In today’s tight economy, it is common to see companies competing with one another for a share of a shrinking customer base. Those who succeed at building customer loyalty, clearly do so by offering something the “other guy” isn’t.

So, how does that apply to a physician’s office? In the same way as any business. Physician practices can do a lot to ensure that patients *want* to come back to receive their care from them, and this starts with good patient relations. Here are a few tips to make your patients feel welcome and valuable.

~ Have a website with current information like directions to your office, office hours, provider profiles and phone numbers for patients to refer to for appointments and billing questions.

~ Make sure your staff welcomes your patients when they arrive. A warm greeting with eye contact not only puts the patient at ease, but makes them feel like a valuable “customer”.

~ Be direct and clear about the cost of care and policies regarding payment for services rendered. Clear communication and assisting patients with understanding their insurance policy will help prevent unpleasant financial surprises down the line.

A patient’s experience with a physician and their office staff will determine if that patient returns for a next appointment. If you focus on building a mutually beneficial relationship with your patients, you will be rewarded with patients who remain loyal to you



CMS Help Desk Numbers

If you have questions regarding your **Medicare** claims, **CMS** recently published their list of phone numbers in order to help direct your call.

EDI Help Desk ~ 866-503-9670

For questions regarding front end edits (277CA), and to verify if your provider is set up for electronic claims submission and ERA. When you contact the **EDI help desk** regarding a claim, it is helpful to have the ISA Control Number (located on the electronic remittance) which will help **CMS** locate your claim and research your issue.

CMS Customer Service ~ 866-234-7331

For questions regarding a remit, payment or any cross-over issues on your claims.

Meet Our Experts

Jane Zamora, Supervisor

CRT Patient Call Center

How many years employed with CRT? 13

How many years of experience in the medical billing and/or healthcare field? 20

Personal Interests/Hobbies: I enjoy traveling with friends and family, and spending time with my grandchildren always makes my day!

What do you find most challenging about your job?

Avoiding patient frustration. Our goal at the Patient Call Center is to insure all patient calls are handled professionally and resolved to the patient’s satisfaction.



Medicare Fee Schedule Update

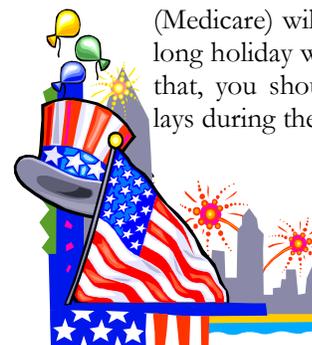
Effective July 1, 2013, HCPCS Codes Q0090, Q2033, Q2051, Q2050, 0329T, 0330T, 0331T, 0332T, 0333T, and 0334T will be added to the fee schedule. Check www.cms.gov. for more information.



Fourth of July Holiday

CRT Medical will be **CLOSED** both Thursday, July 4th and Friday, July 5th for the Fourth of July holiday. Blue Cross and CMS

(Medicare) will also be closed for the long holiday weekend and because of that, you should plan for check delays during the month of July.



CRT would like to wish you and your families a very safe and happy 4th of July holiday!