



Oncology Management Consulting Group
Outstanding experts, outstanding results!

For more than 18 years, Oncology Management Consulting Group has provided the finest professional consulting services to oncology providers across the US. Our highly knowledgeable consultants are nationally recognized specialists that assist organizations to achieve their business goals and to maximize their organizational performance. With solutions tailored to each client's very precise needs, OMC Group offers the leadership, vision, and collaboration that oncology organizations need to adapt to and to succeed in the rapidly changing healthcare industry.

- Financial and Market Analyses
- New Center Development
- Hospital/Physician Integration
- Performance and Financial Benchmarking
- Strategic Planning
- Operational Assessments
- Revenue Cycle Reviews
- Implementation and Interim Leadership

Stay tuned, the webinar will begin shortly

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Seven Essential Steps to a Successful Oncology Revenue Cycle

Teri U. Guidi, MBA, FAAMA

Matt Sherer, MBA, MSHA



Teri U. Guidi, MBA, FAAMA

Teri U. Guidi is the President and CEO of Oncology Management Consulting Group based in Tampa, Florida. With decades of experience in oncology management, OMC Group is expert in the areas of strategic planning, reimbursement, program development, and market assessment. OMC experts have assisted countless health networks, hospitals, private practices, and many pharmaceutical/biotech firms. Recent projects include strategic and business planning, joint venture development, hospital/physician alignment, educational programs, comprehensive revenue cycle reviews and program assessments.

Prior to establishing OMC Group in 2001, Ms. Guidi held positions at institutions ranging from NCI-designated comprehensive cancer centers to large teaching hospitals in integrated health systems to small community hospitals. She has served as Executive Director and System Vice President of cancer service lines, and as Vice President of health system-owned medical oncology, gynecologic oncology and surgical oncology practices.



Matt Sherer, MBA, MSHA

Matt Sherer is the Administrative Director for Oncology Services at FirstHealth of the Carolinas in Pinehurst, North Carolina. An experienced healthcare executive with 15 years of oncology focus and over 25 years of management experience, he has a successful track record of growing services, creating/managing budgets, improving volumes, and growing operating margins as well as creating and implementing strategic plans, clinical and business operations, and more. Matt has successfully achieved accreditations from The Joint Commission, the ACOS/Commission on Cancer, NAPBC, ACR Breast Center of Excellence, and the ACRO.

Matt has served on the Board of Trustees and several committees for the Association of Community Cancer Centers (ACCC), as President of the Association of Cancer Executives (ACE), in multiple roles with the American Cancer Society and on the American College of Surgeons/Commission on Cancer Board of Directors. He received his Bachelor of Science degree from The University of Alabama in Business Administration, has an MBA from The University of Mississippi and a MSHA from the University of Alabama – Birmingham.



Step 1

- Competent management with a specialized and intelligent skill set.
 - Who is responsible for your revenue?
 - Dedicated staff to only oncology
 - Credentials/Training
 - Annual Competency



Step 2

- Determine the best organizational model: centralized versus decentralized
- Might be different for different tasks



Centralized or Decentralized

- Front End Tasks
 - Insurance verification
 - Easily handled by centralized departments, especially with good software
 - Pre-authorizations/pre-certifications
 - Often best decentralized due to the details of various treatment regimens, payer requirements, and authorization limits
 - Financial counseling
 - Highly specific to each patient
 - Optimally decentralized and very personalized



Centralized or Decentralized (2)

- Charge-related
 - Charge capture
 - Complicated and detailed codes for oncology
 - Best decentralized and not necessarily clinical staff
 - Charge auditing
 - Requires training and regular updates
 - Difficult to centralize due to significant nuances in oncology



Centralized or Decentralized (3)

- Billing
 - Usually centralized but needs connection to the department
 - Claim scrubbers do NOT know everything
- Collections
 - Almost always centralized
 - Denials need departmental review
 - Write off reports need departmental review



Step 3

- A single, efficient EMR/billing system.
 - Ideal state
 - Reality is multiple systems
 - How do these systems communicate
 - Who has access to what information?
 - How often do you get revenue issue information?



Step 4: Price Transparency

- Some institutions publish charge masters
- Financial counseling is vital in oncology
 - Should be treatment plan and payer specific
 - Patients should know what their responsibility will be



Step 5: Additional Transparency

- Productivity Standards
 - Staff need to know expectations and receive adequate training to meet those
 - Inefficient staff can lead to lost charges and unnecessary expense
- Infrastructure Controls
 - Tools must be made available
 - Communication channels must remain open



Step 6

- A coding and compliance model based on continuing education.
 - Annual review of clinic and treatment chargemaster
 - How are annual updates from CMS handled?
 - Training of front-line and back-office staff
 - Are they competent? How do you know?
 - Online, Off-site training, on-site training, manuals



Step 7

- Annual audit
 - When was the last time a neutral party reviewed your entire revenue cycle?
 - You can't afford not to do this.
 - Frequently!!!





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Questions?

Please feel free to contact us if you find later
that you still have questions.

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Matt Sherer, msherer@firsthealth.org



Thank You!

- Sincere thanks to all of you for joining us today. We hope that you will keep OMC Group in mind when consulting needs arise in the future.

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