

MedClaims Liaison wishes you good health and happiness in 2012.

MedClaims Liaison (MCL) finished off last year on a high note! Our customer base rapidly expanded and we continued to have great success maximizing reimbursements on behalf of our Members; in 2011 alone, we recovered millions of dollars for our clients. We developed strategic partnerships with best-in-class healthcare providers and leading patient associations. And several key executives joined our team. Read about these and other exciting developments here in our Winter Newsletter.

What We Do

MCL's mission is to ensure that our Members are both properly billed by their medical providers and reimbursed by their insurance carriers so they get the most out of their healthcare benefits. Our team of experts is able to effectively advocate for our Members due to our decades of experience managing complex challenges in medical billing and healthcare insurance reimbursements. Our specialists navigate the system and persist until our Members get back what is rightfully theirs. MCL saves our Members both time and money. While we have delivered results for a broad range of insurance issues, MCL has a specialized focus on reimbursements for therapies and treatments related to autism, addiction and cancer.

MCL Announces Acquisition of Off Your Desk, Inc.

In August of 2011, MCL entered into a definitive agreement to acquire the core assets of Off Your Desk, Inc. (OYD) – MCL's chief competitor – thereby becoming the industry leader in consumer-based healthcare reimbursement management services.

Through this transaction, MCL grew our Membership base by over 50%, and brought valuable senior expertise to our team. Amy Ford Keohane, Chief Executive Officer of OYD, joined MCL as President and Chief Marketing Officer.

Amy spent over 20 years in senior consumer marketing roles at Time Inc., including a key role in taking In Style from launch to a leading multi-platform brand in the industry. She holds degrees from the J.L. Kellogg Graduate School of Management and Brown University.

By combining OYD's substantial customer base and key personnel with MCL's own customers, payor and billing expertise, and robust business development pipeline, MCL is now well positioned to rapidly scale our claims management, bill review and advocacy services to thousands of individuals and families across the United States.

Strategic Partnerships with Providers and Patient Associations

As we have continued to expand our services and focus on key patient populations, MCL has entered into strategic alliances with influential healthcare providers and powerful patient associations.

Highlights in Autism

- ◆ Authored a survey that we distributed through Autism Speaks in order to better elucidate the challenges that families confront in getting properly reimbursed for medical care and therapies related to autism spectrum disorders.
- ◆ Participated as a panel expert at The 2011 Autism Summit's forum on *Enforcement of Coverage for Autism State Mandates* (Salt Lake City, UT).

Victories in Challenging Arenas

Our team has achieved positive reimbursement outcomes and bill reductions in these challenging arenas:

Autism/PDD
Behavioral Health
Cancer Therapies
Chiropractic Services
Dental
Emergency Medicine
Endocrinology
Fertility
Gastroenterology
Injectable Drugs
Neonatology
Neurosurgery
Nursing Care
Occupational Therapy
Pharmacy Benefits
Speech Therapy
Substance Abuse
Surgical Procedures



- ◆ Participated in outreach and lectures with the patients of highly respected autism services providers, including an event at The Center for Autism & Integrated Health (Wilton, CT).
- ◆ Presented *How to Maximize your Benefits for your Child's Therapies* to families at The Southfield Center for Development (Darien, CT).
- ◆ Conducted training webinars to provider groups and families, including: *Navigating the Insurance Maze: MedClaims Liaison – A Resource for Families and Providers* to the Easter Seals' network of providers.
- ◆ Entered into collaborations with numerous autism services providers – including Connec-to-Talk (Wilton, CT) – which are actively introducing MCL and enrolling patients at the point-of-care.

Highlights in Cancer

- ◆ Selected to join The Cancer Legal Research Council's ("CLRC") Professional Panel, providing critical information and resources to help individuals facing challenging issues related to their cancer.
- ◆ Conducted outreach to 3,000 members of Inspire.com's cancer community with a letter from Inspire's Founder personally introducing MCL's services.

Additional Highlights

- ◆ Initiated a pilot program with Silver Hill Hospital (New Canaan, CT), a best-in-class psychiatric hospital which will be purchasing MCL Memberships for patients admitted to the hospital's pain management program.
- ◆ Entered into a joint-venture with a leading provider of home care in New Jersey which will leverage its established relationships to sell MCL's services throughout New Jersey.
- ◆ Participated as a sponsor at the National Kidney Foundation's Walkathon in Philadelphia.

We're Here to Help

Would you or someone you know benefit from our services? Visit our website at www.medclaimsliaison.com or call us toll-free at: (855) 625-4968.

New Talent

We're proud to announce several key hires and additions to the team.

Leading MCL's Member Services is **George Weatherstone**. George is an accomplished executive with 25 years of experience building, staffing and

improving sales and customer service teams within the healthcare industry. He has held senior positions at Rascal Scooter Company, Electric Mobility, Bosley Medical, Nutrisystem and Jenny Craig. Most recently he served as Northeast Director of Business Development for Lifestyle Lift where he was responsible for managing a sales team of 20 that generated revenue of \$26 million in 2011.

We are fortunate to have both **Shannon Broder** and **Marla Chabner** assisting with autism-based business development in two key geographic regions: the New York tri-state area and the greater Los Angeles metropolitan area.

Shannon Broder brings a decade of pharmaceutical sales experience with AstraZeneca and Pharmacia & Upjohn to her role in rapidly expanding awareness of MCL with providers and patients in the autism community in Connecticut and New York.

Marla Chabner's law degree from the University of Southern California and her years with Tucker, Ellis & West, LLP and Arter & Hadden, LLP are keenly valuable as she introduces MCL to the autism community in Los Angeles, as families and therapists begin to

Case Study 1: Autism Patient Denied Reimbursements for over 2 Years

MCL Identifies and Corrects Coding Errors and Delivers over \$80,000 to Family

A parent with appropriate coverage was receiving repeated denials for her child's out-of-network services for Applied Behavioral Analysis (ABA). MCL performed an analysis of the patient's claims and determined that certain codes were being improperly used and that the provider had also failed to itemize his bill in a manner that was required by the patient's insurance company. After a review of the patient's insurance policy, MCL worked with the provider to apply the correct codes for the patient's services. The claims were submitted and accepted by the patient's insurance.

Outcome: The family received over \$80,000 in reimbursements, allowing the child to continue receiving crucial therapeutic services on a daily basis.



navigate the changes in coverage as a result of recent legislation.

MCL is also proud to have added **Maureen Boyle** and **Dr. Marjorie Schulman** to our team of Retained Experts.

Maureen Boyle, a founder and Executive Director of MOST (Mothers of SuperTwins), Inc. brings her decades of experience as one of the nation's leading authorities on higher order multiple births and premature infant health to help guide MCL on how we can best serve the pediatric and autism communities.

In addition to her academic roles as a professor of pediatric medicine, **Dr. Marjorie Schulman** brings 12 years of experience at Aetna, serving most recently as Senior Medical Director for National Accounts. Marjorie's expertise in neonatology and pediatrics as well as in health benefits administration, sales support and data analytics have already proved invaluable to MCL.

Join our Team

MCL is looking to add talented members to our Philadelphia-based team. Presently, we are adding professionals who have strong credentials in any of the following

areas: consumer sales, provider sales and claims work either on behalf of health systems or insurance companies. If you know someone who has these skills and experience please send them our way. Email us at: info@medclaimsliaison.com

Success Stories

We've received many letters from clients thanking us for great wins.

"MCL literally changed my life. I was spending countless hours chasing down our reimbursements for my child's intensive therapies. The MCL team got us our money back, and I got my life back."

– *Sally, Connecticut*

"Overseeing my nephew's healthcare claims issues has been challenging. For three years his insurance company underpaid his medical claims despite my spending countless hours on the phone with our insurance provider, hospitals and doctors. MedClaims Liaison was able to correct the problem and have all of the claims reprocessed in a matter of weeks. His medical providers received additional payment in excess of \$200,000. Now all of his claims are being paid correctly."

– *Kathryn, Texas*

"After going through IVF for over three years, we were emotionally and physically stressed out. Trying to run my business and get to all of my doctors' appointments was so overwhelming that the last thing I wanted to do when I got home was to go through all my medical bills and fight to get my money back. MedClaims Liaison made our lives so much easier. I only wish that we had discovered them sooner."

– *Jill, New York*

"Thank you for helping to resolve the huge expense that has been hanging over my brother's head – and mine as a result – for over a year. The way MedClaims Liaison handled our case was professional and very effective."

– *Grace, New Jersey*

What to Expect from MCL in 2012

We look forward to keeping you updated on MCL's continued geographic expansion, emerging partnerships and the development of our patented technology and proprietary dataset in MCL's 2012 newsletters.

Follow us Online



Case Study 2:

Patient Incorrectly Billed by Hospital for 3 Years

MCL Intervenes to Relieve Patient, and Hospital Receives Hundreds of Thousands of Dollars within 2 Months

A patient enrolled in an outpatient monthly pain management program at a renowned national hospital. The patient was covered by an indemnity plan for professional services and also had Medicare Part A. The indemnity plan sent estimated payments of only 20% of the proper amount to the provider group because the carrier mistakenly believed the patient had Medicare Part B. Since the provider group was out-of-network, the practice balance-billed the patient. This continued for three years, and the patient refused to pay because she believed her two insurance plans should have covered the services.

During this period, the patient also had inpatient hospital stays. The hospital used the same billing system as the one used by the provider group – which generated further incorrect bills for the patient.

After obtaining HIPAA and communication authorizations, MCL worked with the insurance carriers, the professional practice and the hospital to identify and correct the unresolved coordination of benefits. Due solely to MCL's intervention, the carrier reprocessed three years of claims for additional payment.

Outcome: The patient was relieved of the burden and stress of three years of incorrect bills, and both billing entities received hundreds of thousands of dollars.