

## THE SCOPE: ISSUE 1

/sköp/: def: the opportunity or possibility to do or deal with something



**AssureAbility** provides claims management and consulting services to optometrists. We support our Eye Care Professionals with more than posting insurance payments and submitting claims. Our staff has years of experience finding inefficiencies in daily operations that cause job dissatisfaction and loss of revenue. We have established relationships with other coding professionals and experts in the field broadening our capabilities and understanding of the world of healthcare. We continually share our experience and knowledge to thousands of optometric staff across the country.

Our company began in a basement. Here, Amy sharpened her expertise in the ever changing world of insurance payers, vision plans, and government regulations. Amy has extensive experience in managing insurance contracts, credentialing, maintaining insurance accounts receivables and claims processes as well as proper billing, coding, and medical record documentation. Amy spent over a dozen years in the heart of a practice improving efficiencies and helping providers keep the revenue they earn. She has devoted time to lecturing at the state and national conventions as well serving on various boards and committees to help build a stronger educational foundation for optometric staff. AssureAbility is Amy's way of reaching out to providers and taking weight off their shoulders.

**Our purpose is to serve you.** By providing audit reviews, claims management, revenue cycle management, and consulting services, we allow providers and staff to redirect their attention back to the patient. Enlist AssureAbility to provide a packaged option for you, or select individual services as needed. Start seeing the difference today. You can rest assured in our abilities to serve you.

### Are We Coming in Clear?



Ever feel like you're speaking a different language than your patients? Here's a quick scripting tip:

Instead of: "Your eye exam today is covered by your insurance."

Try: "Your insurance will allow us to bill them for the eye exam today. We will send you a statement for any charges that may be your responsibility."

Patients interpret the word "covered" to mean "paid for." Avoiding this misunderstanding can ease tensions later on when questions arise over disputed charges.

### "From the Chief"

Hello, I'm Amy Kraemer, Director of Operations and Founder of AssureAbility Inc. This is our first of many, newsletter issues.



Reflecting on my twenty years of working in the healthcare industry has made it clear to me that the evolving world of healthcare is forging our path for us. With ever-changing rules and policies, practices are struggling to learn it all, implement changes and still be profitable. The focus has shifted from how to provide the best care for our patients to managing piles of incomprehensible paperwork.

My goal in starting AssureAbility was to use my experience, knowledge, and resources to help practices succeed. I believe the business of this profession is taking care of people. Everything else is daily operations. Auditing records, filing forms and reconciling accounts receivables is not why providers became a part of this profession, but it is why AssureAbility did. We provide services to ease the administrative burden of dealing with insurance companies and vision plans, so you don't have to.

The team at AssureAbility Inc has a passion for the part of this profession that most others dread. It is time to stop struggling because no office is an island. We are here to help you so you can help others.

[www.assureabilityinc.com](http://www.assureabilityinc.com)

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