

Financial Counselor	Job Description
Reports to: Practice Administrator	Department: Billing
Classification: Exempt	Date: June 21, 2011

Job Function

This position is responsible for providing financial counseling our patients throughout various phases of their treatment cycle. As part of the "Ultimate Patient Experience" we want to educate our patients regarding their insurance benefits, make affordable financing options available and make the patient's financial experience with RAD a positive one. This position will ensure that all patient insurance and financial benefits and transactions are appropriately updated, understood and interpreted resulting in current information in patient charts to enable effective decision making by physician/clinical staff regarding patient treatment. This position is also responsible for understanding and communicating insurance benefits and financial plans to patients to support the patient in receiving cost effective, expedient and targeted treatment.

Qualifications, Education, Certifications and Training

- College Degree in Business Administration or other relevant discipline.
- 3-5 years experience as financial counselor in hospital or private practice setting.
- Prior medical billing experience a plus.
- Prior experience as loan officer, structuring and explaining financing programs for consumers is a strong plus.

Knowledge, Skills, and Abilities

- Exceptional knowledge of insurance benefits. Prior experience working with insurance providers to determine coverage and benefit limits.
- Strong financial acumen and the ability to understand and effectively present financial solutions targeted to patients' financial situations.
- Strong ability to quickly and effectively assess a prospective patient's financial situation and present financial solutions RAD offers that can benefit the prospective patient.
- The ability to quickly develop credibility and trust with prospective and current patients.
- Must maintain the highest standards of patient confidentiality.
- Good decision-making and judgment to determine most effective solutions for the practice while balancing patient needs/constraints.
- Intermediate computer skills in Excel and Word and the ability to quickly learn RAD systems.
- Experience with medical billing systems and medical ERM systems.
- Strong mathematical skills and finance knowledge.
- Ability to effectively interact and communicate with people in person and over the telephone, sometimes in stressful situations.
- Strong attention to detail and the ability to effectively follow detailed processes.
- Good time management skills and the ability to manage frequent in-person and phone patient contacts while effectively maintaining patient data in ERM system.
- Strong analytical skills and the ability to effectively read, generate and analyze reports.

Responsibilities

- Performs insurance verifications on all patients prior to office appointments and updates system with current benefits information.
- Communicates with patients prior to office appointments regarding financial responsibilities (co-pays, deductibles, etc.) and insurance benefits. Ensures patients are prepared and understand fees and payments they are expected to make during their visits.
- Obtains all relevant patient and insurance data and updates system to ensure all insurance and financial data is current at all times.
- Meets with all new patients and reviews their insurance benefits. Presents alternative financing methods (IVF 1-2-3 Go, financing programs, etc.).
- Counsels patients regarding their financial responsibilities; determines and negotiates payment arrangements.

- Maintains strong relationships with patients despite difficult financial situations. Works with patients to the extent possible to come to agreement on financial terms.
- Understands when to forgo smaller scale patient balances for larger return for future patient treatments and balances.
- Coordinates all patient financial activities in a timely manner.
- Collects fees and deposits; generates receipts, posts payments in the system.
- Effectively communicates with Physicians, Coordinators, Front Desk staff, Billing and other office staff regarding patients' insurance and financial status.
- Works with other Billing staff to resolve patient financial issues.
- Constantly reviews and analyzes patient accounts receivable and maintains at acceptable levels.
- Reviews patient financial reports data daily and performs analytical and follow-up activities with patients, co-workers as necessary.
- Develops and maintains protocols.

Scope, Purpose and Frequency of Contacts

- Frequent contact with patients, peers and management.

Physical Attributes / Physical Demands Needed

- Fluency in the English language is necessary to properly and clearly communicate with staff and patients.
- Prolonged sitting

Working Conditions

- Close working environment with others
- Hours – 8:00 a.m. – 4:30 p.m.

All RAD employees must perform their respective functions to ensure the patient has the most positive experience at every point of contact with our practice. This job description is not meant to be an all-inclusive statement of every duty and responsibility required by the job holder. RAD hopes each employee can react to reasonable change productively and handle other tasks assigned.

RAD is a multi-site practice. There may be times you are requested to participate in assignments at other locations. Without causing undue hardship or significant personal inconvenience, RAD proposes a solid team approach to our availability regarding the need and development of all our office locations. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship,

Job Description Accepted:

Employee Signature: _____ Date: _____