



DEVELOPING ORGANIZATIONAL BUY-IN FOR BILLING

Overview:

Developing and implementing a plan to bill for STD services is a significant programmatic change that cannot be done unilaterally. Too often we work in “silos” and programs function independent of other programs. However, to successfully bill third-party payers your clinic will need to engage your leadership and other divisions within your institution, or even external organizations. For examples of how STD clinics transitioned to billing: see [NCSO case studies](#).

To make substantial changes to the clinic’s billing system, leadership support is critical. The decision to bill third-party payers for services has systemic, philosophical and operational ramifications, and the transition to billing will be smoother if everyone - organizational leaders, clinicians and administrative staff- are working as a team.

Many STD clinics are smaller programs or departments within a larger institution, either a City or County Health Department, or a Hospital or Community Health Center. There is often very few staff that run the clinic on a daily basis and those few staff are usually focused on providing clinical care. The move to billing for STD services will require the support, knowledge, expertise, and even staff time, from other departments within the organization. Everyone has a role to play.

Below is a list of suggested tips for departments and staff roles that will help your organization move to billing smoothly.

FOR MORE TOOLS AND RESOURCES, VISIT STD.TAC.ORG/BILLING-TOOLKIT



KEY TIPS & SUGGESTED ROLES FOR ENGAGING STAFF

Staff Description	Organizational Leaders	Finance	Information Technology	STD Clinic Staff
Tips for Engaging Staff in Billing	Money talks. Find out how much you stand to gain (or lose).	Get input on how to minimize the burden on staff and how to set up billing systems efficiently.	Get staff input on how to set up systems efficiently, and make sure there is constant communication between IT and project implementation teams to ensure that your particular clinic needs are being met.	Clinical staff are often mission driven. Make sure they understand how you will maintain services for the uninsured and that billing helps maintain services. <i>For example: Can you expand service hours or types of services if you have additional funds?</i>
Suggested Roles	<ul style="list-style-type: none"> ▪ Establish billing as a priority for the STD clinic ▪ Allocate staff time for Finance, IT, and Clinical staff to work on the move to billing ▪ Approve funding for additional staffing and software (as needed) ▪ Work with external organizations (as needed) 	<ul style="list-style-type: none"> ▪ Manage cash controls ▪ Collect Fees ▪ Bill ▪ Budget ▪ Provide revenue projections ▪ Develop billing policies and procedures in collaboration with Clinic staff 	<ul style="list-style-type: none"> ▪ Select or maintain Electronic Health Records (EHR) and Practice Management Software (PMS) ▪ Maintain networking ▪ Support HIPAA compliance ▪ Provide hardware supplies and maintenance 	<ul style="list-style-type: none"> ▪ Educate Administration and Finance staff about clinical perspective of billing, including confidentiality / HIPAA concerns ▪ Administrative support and input about the development of workplans, data collection changes, patient communication, and changes in clinic flow ▪ Select Electronic Health Record (EHR) and/or Practice Management System (PMS) ▪ Develop coding and billing policies and procedures in collaboration with the other departments

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