



# IS THIS THE TIME TO START BILLING INSURANCE?

## QUESTIONS & CONSIDERATIONS

Meet with your “Billing Team” and discuss these and any additional questions you might have. Post your considerations on the SWOT grid. This is an excellent and established way of creating consensus and clarifying your position as you move toward a decision about billing insurance.

QUESTIONS	CONSIDERATIONS
<p>Does the public health funder(s) see their future as providing/underwriting clinical services?</p>	<p>Possible reduction in funding could be a <b>threat</b> to the provision of clinical services.</p> <p>Diversification of revenue to include income from patients and insurance companies could be an <b>opportunity</b> to be independent of grant funding, maintain services in the face of funding cuts, and/ or an <b>opportunity</b> to expand services.</p>
<p>If the clinic’s funding comes primarily from a city or county, what are their expectations?</p>	<p>A stable source of revenue from a city or county during the period of transition to billing for services could be an <b>opportunity</b> for the clinic.</p>
<p>Are other public health programs in the area charging for their services?</p>	<p>If other public health programs are charging for their services, then it could be an <b>opportunity</b> to charge for the clinic’s services.</p>
<p>How much are the other programs charging for services?</p>	<p>If the clinic can offer competitive or lower pricing, it could be <b>strength</b> to attract and retain clients. Not charging or charging too much is often viewed as a <b>weakness</b>.</p>
<p>Are other programs with the agency charging for services? For example: flu, TB, newborn screening.</p>	<p>If other programs are already billing for services, adding STD billing could be easier; it would be a <b>strength</b>.</p>
<p>Who is the clinic’s competition?</p>	<p>If a Planned Parenthood, community health center or family planning agency are providing a similar service, in the same geographic area, this could be a <b>threat</b> to your agency.</p> <p>Partnering with one of those agencies could be an <b>opportunity</b>.</p>



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<p>Is there anyone within your agency who has previous experience with medical billing?</p>	<p>If possible, take advantage of the internal <b>strength</b> of staff knowledge and experience.</p> <p>If the clinic has no formal capacity for billing, consider outsourcing your billing activities.</p>
<p>What is the clinic's competitive advantage?</p>	<p>If the clinic provides a service that is unique, provides quicker appointments or provides enhanced confidentiality, this is a <b>strength</b> of the clinic. Examine how the clinic could share that information with the community.</p>
<p>If the clinic sends out specimens to a State Laboratory, do they plan to begin billing for services?</p>	<p>If the State Lab is going to require that the clinic provide patient insurance information to them, then collecting it for clinic billing as well would be an <b>opportunity</b>.</p>
<p>Does the clinic need to expand to meet community demand?</p> <p>Does the clinic want to expand their scope of services or hours?</p>	<p>New revenue from insurance billing would be an <b>opportunity</b> for the clinic.</p>
<p>Does the clinic have the support of the City, County or Director of Health to bill insurance for services?</p>	<p>Organizational support would be a <b>strength</b>. Lack of organizational support would be a <b>weakness</b>.</p> <p><i>What can the clinic do to achieve Organizational Support?</i> (See: <a href="#">Developing Organizational Buy-In for Billing</a>)</p>
<p>Are there any benefits to your patients if you start to bill insurance?</p>	<p>Satisfied patients who can have their visit be covered under their insurance would be a <b>strength</b> for the clinic.</p>



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### SWOT ANALYSIS GRID EXERCISE

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<b>STRENGTHS</b> (What are your internal advantages, resources, skills?)	<b>WEAKNESSES</b> (What internal areas need improvement?)
<b>OPPORTUNITIES</b> (External opportunities? Do any strengths present opportunities?)	<b>THREATS</b> (What external obstacles do you face?)

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