



Optimize Your Mental Health Insurance Income

Case Study on Ethically Increasing Income With Insurance Clients



80/20

Use CPT Code 90791

Use CPT Code 90837

Renegotiate rates

Bias Clients from Your Best Paying Insurance Companies

Coding Best Practices

90791 - Intake Session

90837 - Ensure 54+ Minutes, does not include note taking or prep

+99050 - Serviced provided in office outside regularly scheduled hours

+99051 - Services provided during evening, weekend, and holiday hours

Rate Negotiation

- TheraThink Rate Negotiation Tool (therathink.com/rate-negotiation-tool/)
- Inflation / Macroeconomic Data
- Availability (Evenings, Early Morning, Weekends, Holidays)
- Languages
- Modalities of Treatment
- Continued Education
- 7%-15% Increase (Quote Existing Rates by CPT Code)
- Ask Annually

Insurance Client Optimization

- More insurance contracts and networks, more rate variety.
- Bias higher paying insurance companies.
- Bias higher paying insurance plans (verify via eligibility and benefits call).
- Bias easier-to-work-with insurance companies (or hire a billing service).

Offload Your Billing Headache

The fact of the matter is that problem solving insurance claims & increasing your rates takes:

- **time** on hold with insurance companies
- specific claims reprocessing **knowledge**
- coding **expertise**
- And it's a big flipping headache.

Offload Your Billing.

Email denny@therathink.com to learn about our mental health insurance billing service or go to <https://therathink.com/schedule> to discuss your billing situation.