APEX Healthcare Consulting LLC

APEX CONSULTING AGREEMENT PACKAGES ·
(NJ AAP Exclusive)
Preventative Medicine for Healthcare Professionals

Many physicians are shocked to find out there are exceptions in their insurance policies limiting coverage for a Board Complaint or subpoena received from a state or federal agency. These "gaps" in coverage leave physicians exposed and forced to incur exorbitant legal fees.

APEX provides consultation and representation before the following governmental entities with no limitations and no exceptions: ·

- New Jersey State Board of Medical Examiners
- New Jersey Medical Practitioner Review Panel
- New Jersey Preliminary Evaluation Committees
- Medicare Administrative Contractor
- Office of Inspector General
- New Jersey Department of Banking and Insurance
- New Jersey Attorney General's Office

APEX further provides as part of every consulting package:

- Free consultations on all matters
- 20% discounted hourly rates on all matters not covered by the Consulting Agreement

Cost: $79/mo. (I-year membership)
$69/mo. (2-year membership)

Administrative & Audit Response Package

Apex's Administrative & Audit Response Package includes all of the benefits and services included in the Administrative Protection Package plus our Audit Protection Package.

Each year sees an increase in Medicare, Medicaid and private insurer pre-payment audits, post-payment audits, overpayment demands and recoupment actions. Every audit must be questioned and fought so that you do not become an easy target for future audits.

Apex and its trusted advisors have the experience to help you evaluate and respond to the myriad of audits plaguing practices. Our tested approach and strategies are proven to get you out of pre- payment review quickly and help you keep your hard-earned money.

Cost: $99/mo. (I-year membership)
$89/mo. (2-year membership)

Premium Package

Apex's Premium Package includes all of the benefits and services included in the Administrative & Audit Response Package plus the Risk Management & Internal Auditing Package.

Apex's Risk Management & Internal Auditing includes the following:

- A review of your office policies, manuals and procedures to ensure they are current and up to date with all legal requirements
- A proactive "snapshot audit" of your documentation and billing practices performed by AAPC Certified Coders who will inform, educate and assist you with compliant coding and documentation services. Our goal is to ensure your coding and charting is not exposing you to audits, civil liability or criminal exposure. Most importantly, we want to make sure you are not leaving any money on the table!
- A HIPAAIHITECH compliance review performed by HIPAA/HITECH, experts to determine your potential areas of vulnerability and identify corresponding risks to your practice.

All of our review and internal audits are performed under the direction and coordination of legal counsel to ensure all communications are privileged and confidential. .

Cost: $119/mo. (I-year membership)
$109/mo. (2-year membership)

For a complete list of all services offered by Apex Healthcare Consulting LLC, please visit our website at: www.ApexHealthcareConsulting.com.

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Frequently Asked Questions

Q. Who are Apex's healthcare experts? What are their qualifications? How can they help me?

A. Apex prides itself on its extensive knowledge of the ever changing and evolving healthcare climate.· In order to remain an industry leader, Apex works with highly qualified and vetted healthcare experts, consultants and vendors.

Attorneys· assigned to your case are specialists in healthcare and devote their practice to the representation of healthcare professionals. Our attorneys are experienced in transactional matters and can help you in every stage of your career, from negotiating your first employment contract or lease agreement to winding down your practice. Apex's attorneys are also experienced in representing physicians before state regulatory Boards, at hospital hearings, before state and federal agencies and with CMS and private payers.

Apex also works closely with vetted coders who hold multiple coding certifications by the American Academy of Professional Coders ("AAPC"), the only nationally recognized_ coding institution·. Our coding consultants will ensure that you bill and document correctly to both avoid audits and confirm you are not under-billing and leaving money on the table.

Apex's HIPAA/HlTECH consultants are also experts in the area of cybersecurity and HIPPA/HITECH and OSHA regulations. Our consultants ensure that your practice is not at risk of any cybercriminal threats that could ruin your practice's reputation.

Q. My Medical Malpractice Insurance Company provides me with coverage for Board matters, why should I buy an Apex consulting package offering coverage for Board Complaints?

A. Although most insurance companies are now offering coverage for Board Complaints, typically the Board Complaint must be related to patient care and/or a potential malpractice action. This limitation of coverage leaves healthcare providers without coverage for some of the most frequent patient complaints before the Board, including patient complaints about bills and negative interactions.with a physician or staff member. Apex's coverage has no limitations. If your insurance does not cover you, we are there.

Q. What other gaps are there in my insurance coverage that Apex's consulting packages address?

A. Most insurers do not cover investigations from government agencies such as the Department of Health, the Medicaid Fraud Division, and private insurers. Insurers similarly do not provide any coverage for help responding to criminal and civil subpoenas received from federal and state· government agencies or audits from private payers, state payers or the CMS.

Q. Why should I hire Apex over a healthcare law firm?

A. Apex acknowledges that certain matters require the resources of a healthcare law firm._ However, most Board Complaints, subpoenas, audits and transactional matters do not require the work of multiple attorneys on your matter. High billable hour rates, duplicative work and multiple attorneys assigned to a matter can easily turn a minor case into a $5,000.00 - $10,000.00 bill. Our attorneys are experts in the area and unlike law firms,

our work is handled by one experienced attorney to avoid duplicative work and unnecessary billing.

Further separating us frorn law firms is the fact that Apex was founded on the principle of being affordable for every practice, including solo practitioners and small practices, and all healthcare professionals. Apex therefore offers flat fee arrangements and affordable consulting packages that offer expert legal advice for as little as $69 per month.

Q. Why should I hire Apex to conduct internal audits or respond to audits when I can hire a certified coder or billing company?

A. Apex stresses the need for every practice, regardless of the size, to work with reputable certified professional coders and billing companies. There are three main advantages for why you should coordinate your internal audit and audit responses through Apex rather than an independent coding and billing company. First, we have done the vetting for you and the certified coders and billers we work with are all reputable, reliable and experienced to handle your particular needs. Second, while Apex relies on coders for their coding, billing and documentation knowledge to challenge audit results, Apex's healthcare attorneys are experts m dealing with procedural challenges, medical necessity arguments, statistical challenges and other· legal defenses you may have. Finally, coordinating an internal audit, review of billing and documentation practices and responding to audits may expose a healthcare provider or practice to civil and criminal liability. Coders and billers are many times subpoenaed by government agencies and compelled to testify against their clients. With no privilege to rely upon, all communications, advice and issues discovered are admissible and able to be used against you. With Apex's healthcare counsel coordinating efforts, the same advice and · communications fall under the Attorney-Client Privilege, which allows you to be fully transparent with the coder without fear the information may be used against you in the future.

Q. If I purchase the basic Consulting Package, am I limited on how many times I can call Apex's healthcare counsel for advice or with questions?

A. Unlike law firms and other consulting firms, whether you have our basic package or our most comprehensive consulting package, there is no limit on how many times you may contact our healthcare counsel for advice. Each package allows for a 30-minute consultation on any issue you may encounter. Apex believes in preventative medicine and encourages all healthcare professionals to seek guidance from our healthcare attorneys rather than retaining us at a later date to deal with the fallout of a poor decision. If your matter requires more time to solve, rest assured that Apex will get you the answers and peace of mind you need at a significantly discounted rate that is far lower than you would pay at a law firm.

Q. Are Apex's consulting packages intended only for large practices? Are they available only to physicians?

A. No. Apex's consulting packages are tailored for the benefit of everyone involved in healthcare, from the emergency room physicians providing emergent care to the physical and occupational therapists helping the patient recover. Every healthcare provider who holds a license or certification issued by a Board or certifying body needs full coverage against all administrative complaints and state and federal investigations.

Q. Do you offer group rates for practices with multiple physicians and physician extenders?

A. Apex was started with the goal of helping physicians ru1d their extenders (e.g., nurses, advanced practice nurses, physician assistants, etc.) avoid the many pitfalls prevalent in healthcare. It is our intention to have as many healthcare professionals covered so that they can call with questions or have representation when they need help the most but find themselves without insurance coverage. To achieve this lofty goal, Apex works with

practices of all sizes and offers group rates for all licensed professionals at a practice.