

Why MSO?

We guarantee to deliver to you what no other billing service can - practice integration. Only a billing service that understands the way you think and how you run your practice will be able to meet your exacting demands.

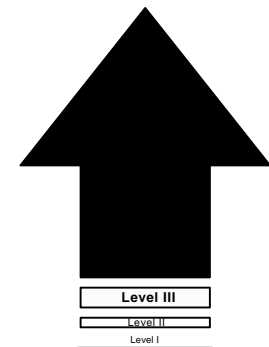
How many times have you said to yourself, my collections ratio could improve? Would you like denials from insurance carriers contested for you? Would you like to know the exact anticipated reimbursement for your services at the time of service?* Wouldn't you prefer to go after the insurance carriers rather than balance bill your patients?

Today, more than ever, we are all under enormous pressure from managed care and fee-for-service plans, and the billing portion of our practice becomes a mission-critical component.

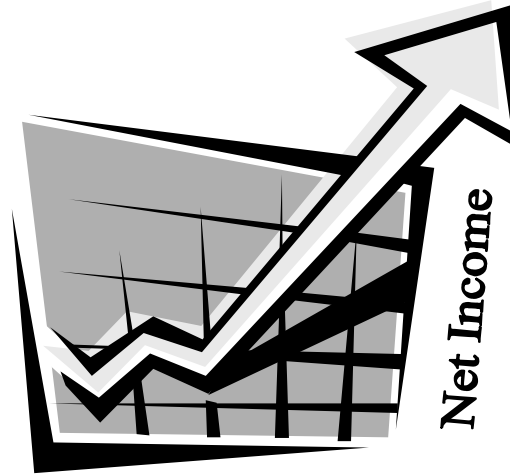
MSO is a unique billing service company. Our experienced staff has been servicing the medical community for more than 15 years. But that just touches the surface of our capabilities. We realize that our job reflects upon the image of your practice. We therefore make it our goal to provide the most professional and personal care to you and your patients.

To show you what we mean, please read on. If you need a billing company that understands your language, MSO is the answer.

If you desire a full service company that can intelligently answer your patient's questions, MSO is the solution.



Your comfort level is important to us. Inside this brochure you will find detail description of our services. MSO takes the guesswork out of billing and places you where you belong: **IN CONTROL**. Call us we look forward to servicing you.



Partnering with



Advanced Data Systems Corporation

Medical Service Options, Inc.

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Medical Service Options, Inc.



Creative Billing
Designed to Increase
Practice Productivity

Intelligent Billing
Coding ♦ Invoicing

A customized solution to your needs.

The standard by which other billing companies are judged is their responsiveness. If you are satisfied handling billing internally, you might want to alleviate the burden of extra paperwork so that your staff can concentrate on the billing process itself.

On the other hand, you may be seeking advanced solutions to your practice needs.

As a technically savvy company, we feel we are unrivaled in our adaptability to your needs. We do this using our four-tier service plan:

Level I

MSO Basics Patients are entered into our computer system, and HCFA forms are automatically generated for the insurance carriers.

Who should select level I? If you are satisfied with internal billing but would like someone else to assume the responsibility of accurate data entry and proper coding, this option is for you. Level I leaves your staff fully responsible for patient billing without the concern for proper medical coding.

Report Generated: Monthly list of all insurance forms sent including patient name, Insurance Company and claim amount.

Level II

MSO Silver Includes all Level I services plus accounting services that keep track of all patient balances and monthly patient statements.

Who should select level II? Practices with high volume billing and low average balances who find that it is not practicable to go after these balances. E.g.: Primary care, Family practice.

Reports Generated: Daily activity, patient aging, Insurance aging.

Level III

MSO Gold Includes HCFA, full accounting, billing corrections & resubmissions, monthly invoices to patients, follow up on claims and follow up with patients. Handle all incoming phone calls as front end to your office. Under this plan, patients perceive MSO as a direct extension of your office, not a billing/collection service.

Who should select Level III? MSO Gold is appropriate to a practice that wants full service, but utilizes another external collection agency and make their own determination when and how to do collections. This level of service takes irate patient phone calls away from your staff and allows you to focus and dedicate yourself to the process of delivering medical services.

Level IV

MSO Platinum – Our platinum plan represents the results of many years of billing experience. We provide the expertise to collect funds in outstanding accounts with our extraordinary services from insurance companies and patients without having to resort to collection agencies.

Extraordinary Services: we provide to members of our plan, maximized collections from insurance carriers. Arbitrary denials of claims, based on "over UCR", "procedure not medically necessary" and other various computer coded excuses are all too common. Our experience has shown that when claims are contested and reviews are processed, a high portion of denied/carrier-adjusted claims can be more favorably settled. Furthermore, we will perform basic collections including dunning and attorney letters.

Who should select level IV? Level IV is for practices that do a good job with routine billing but lose out on denied/adjusted claims. It is also for practices which have had poor experience with collection agencies or which are reluctant to engage the harsh tactics used routinely by these agencies.

Level V

MSO Platinum PLUS – For members of our Platinum PLUS plan we provide all Level III services and all Level IV services as well. This represents the complete billing service. Improved collections from the insurance carriers will prevent unnecessary patient aggravation. Your patients will love the level of service this plan affords them and you will become their strongest advocate !

Who should select Level V? Level V is a full service for practices that desire a turnkey, hassle free billing service.

This is a service nobody else provides. Handling all delinquent accounts internally reduces the need for a collection agency and generates savings of 50%.

Please note: We are not a collection agency. Final litigation and/or collection will be handled by an agency of your choice.