

# The Hawthorn CONNECTION

EST. 1978

Q1 February 2016

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## **Press Release: Hawthorn Appoints David Eubank to Lead Business Development**

**St. Louis, MO:** Hawthorn Physician Services Corporation has announced the appointment of David Eubank as Director of Sales. Hawthorn is a healthcare revenue cycle management company, and Eubank will be responsible for developing new business with hospital-based and office-based medical group practices. Hawthorn is currently contracted to process over 1.5 million annual claims by more than 200 physicians in nine states.

David Eubank is an experienced professional with 15 years' experience working with physicians and medical practice managers to streamline operations, maximize reimbursements and increase profitability. He has worked directly with a range of physician specialties, IT consultants and leading professional services organizations to deliver healthcare business products and practice management software solutions.

Alan Dombrowski, Chief Operating Officer at Hawthorn, notes that Eubank has previously managed sales territories that mirror Hawthorn's geographic coverage in the Midwest, South and Southeast. Dombrowski said, "David was already located in St. Louis,

and he is very familiar with the local healthcare market, but he also brings a wider regional and national scope to our business development initiatives."

Eubank has identified Hawthorn's culture of stewardship as a meaningful business differentiator. "Hawthorn emphasizes accountability, partnership and problem solving," Eubank said. "We're constantly focused on collaboration and continuous improvement, and I'm confident in our ability to help clients optimize their business models so they can thrive and prosper."

## **Improve Performance and Reduce Expenses: 3 Practical Reasons to Outsource Medical Billing** by Stan Hosler

Hawthorn's value promise is *Addressing Complexity with Certainty*, which means we are a partner to your success. Medical billing is more complex than ever, and the trend is toward more rules, more regulations and more complexity. For practices that handle medical billing with a staff of in-house employees, Hawthorn's promise can deliver improved performance and reduced expenses.

**Eliminate the cost of staffing.** Hiring and training a billing staff is expensive, and you pay

for the staff whether your results are good or bad. The total cost for an in-house billing staff includes wages, vacation time, sick time, employee turnover, ongoing training, employee benefits and payroll taxes. Outsourcing means you don't pay for staffing—you pay only for results.

**Build a bigger, better team.** Outsourcing addresses the complexities of medical billing with a team of experts. These specialists are trained, evaluated, retrained, cross-trained and audited. Your practice benefits from increased bench strength, depth and versatility. At Hawthorn we have the capacity to handle a large volume of claims, so there is no billing backlog when your practice gets busy.

**Focus on top line revenue.** Today's leading businesses concentrate on a few core competencies and outsource other functions. They outsource because some business functions are best handled by specialists that focus on these tasks as their own core competencies. Business minded physicians know the best use of their time is practicing medicine—working efficiently, seeing more patients and generating more top line revenue.

Physicians are facing financial challenges and threats to their personal incomes. At Hawthorn we are physician advocates, and we have mastered the core competencies that drive financial performance. Our processes also generate insights about what's working, what's not working, who's paying and who's not paying—valuable information that allows physicians and practice managers to develop strategies for continuous improvement.

## **Employee Spot Lights** **Reach for the Stars:**

### **Oct, Nov, & Dec. 2015 Winners:**

Jody H., Joyce B., Ami P., Mary F., Sarah T.

**Q4 2015 Winner:** Sarah T.

**2015 Winner of the year:** Cay D.

## **2015 Employee Service Awards**

Tammy B. – 5 year Anniversary

Mary F.- 10 years, Debbie P.-15 years

Donna D.-15 years.



*Addressing Complexity with Certainty*

## **Recover More Revenue!**

Billing and A/R management for hospital-based medical practices.

Get a complimentary review of your billing performance and uncover lost dollars!

See back for details.

"We've been doing business with Hawthorn for over a decade and continue to maintain strong relationships with Hawthorn staff and leadership. Over the years I have been particularly impressed with the follow-up we've received on new projects, billing issues and general consulting. We truly value our relationship with Hawthorn."—Nationwide Children's Hospital, Columbus, OH



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