

# Preparing the content for your website

By: Linda Walker

Practice Managers Resource & Networking Community

<http://www.billerswebsite.com> a division of:

K&L Media, LLC

<http://www.klmediallc.com>

Email: [linda@billerswebsite.com](mailto:linda@billerswebsite.com)

Phone: (518) 569-8153

Fax: (484) 214-0101

The following document was created and intended for medical billers who have chosen us to create their website. It is intended to instruct you in building the content for your website. As a general rule of thumb, most website design companies are responsible for layout, navigation, design and construction of your website. Some companies will also include marketing and management. [K&L Media](#) also provides these services (additional charges may apply). The content (text within your website) is ultimately your responsibility. This document should aid you in creating the content for your website and is related to “marketing” your medical billing business. **Our goal is to make the entire process easy and stress free.**

After you have made your purchase with us, we then make our first contact with you via phone. This consultation is to go over such things as color choice, layout, construction, design and your future goals of your internet marketing strategy. Again, our goal is to make the process simple yet flexible to grow with your business! Once we get a good idea from our conversation, about what you like or dislike we then begin the construction and design of your home page. After the home page is designed we wait for you to approve it. We work until you are satisfied with the overall design, feel and layout of the home page. Once you are happy with the home page, we then create the additional pages to match the home page in every way to create a professional and uniform site.

Once your website is designed and structured its then time to fill in the pages with the content. We have prepared this document to assist you in writing and preparing the content for your website. Please remember that the content on your website is ultimately your responsibility. While we KNOW medical billing, we do NOT know your business. We are happy to assist and proof your content as part of your website design package. During the preliminary building of your website (design and layout) you should be preparing your content, we will not rush you, you will have as much time as you need to get us the content for your pages. Once you have approved your home page (design/layout) we will then create the additional pages discussed in our phone conversation and you can begin to put your content together. We are able to accept your content in any of the following formats: Email, MS Word Document, PDF, text or even fax. There is no need to insert anything graphical or fancy as we will be formatting your text into your website to match the design and structure of your site. You can even fax

## Now let's look at HOW you can develop and prepare your content for your website!

The average medical billing website is comprised of the following important pages:

- Home Page
- About Us or Company Profile Page
- Services Page
- Contact Page

We'll go over the pages individually so that you have an idea of what should be on each page. At the end of this document we will also discuss some alternate pages you may add (additional costs may apply)

**Home Page** – This is the first page of your website when a visitor clicks on your link or types in the URL of your domain. This page needs to accomplish the following:

- Grab attention
- Make reader want to proceed to additional pages and prolong their visit
- State a mission statement or goal of your company; this can be accomplished with a general mission statement or a simple yet effective slogan.

Here are **some** examples of slogans that can be used:

- "We don't get paid until you get paid!"
- "Maximizing reimbursement since [Insert Year]"
- "Save time and money!"
- "We take the medical billing hassles out of your office so you can spend more time with patients!"
- "We care about your revenue!"
- "Increase your revenue and decrease your claims denials!"
- "Save time & money!"
- "We care for your practice, while you care for your patients!"

Your home page should also contain important information about your company that will stand out and state the goal of your business. Here is a **sample** lead in paragraph:

*Welcome to **ABC Billing Company**. We are a full practice medical billing and Practice Management Company located in Tampa Florida. Our goal at ABC Billing Company is to streamline your practice, increase your cash-flow and maximize your reimbursement. This will allow you and your staff to focus on quality patient care! Please browse our website and feel free to contact us at any time! (The "contact us" text can be a hyperlink to your contact page or directly to your email"}*

### The "About Us" or "Company Profile" page

This page should contain information about your company and/or the experience and/or knowledge you will bring to your clients. Here are some questions you can complete and use to compile the content for this page:

**How long you have been in business?** This answer need not really be divulged on this page if you are a new company and serves more purpose being stated if you have established your business for a good period of time. Otherwise you can leave this information out completely.

**Where are you located?** It's always good to state where you are located, this can impress upon one of two things; the first that you are local to healthcare providers who search you out by location, it also shows that your location bares no importance for out of state or non local providers.

**What is your experience and/or knowledge?** This question can be strategically answered if you are new and just starting out. By the time you are ready for your website it should be established that you have gained enough knowledge to take on a provider and that you are "ready". If you have no prior experience that's ok, but you should bring to the forefront your knowledge of the industry and what you have done to get to this point (ready and able to take on a client). If you have experience you also want to point out that fact whether you have worked in a medical office or an insurance company or any other related position in the healthcare industry. You can relate any office experience you have even if it was not within the healthcare industry. For example, if you were a secretary or receptionist there are many skills you have picked up that will be useful in your business.

**How will your experience and/or knowledge benefit your clients?** Once you have stated your experience and/or knowledge you want to be sure you state how that experience/knowledge will benefit potential clients.

**Do you belong to any industry associations that would be relevant to your business?** Here is where you would list any affiliations or memberships you belong to in order to stay up-to-date in the industry, whether it's an association or continued education membership. You can also choose to list any credentials related to the industry that would lend credence to your experience/knowledge.

Those are the basics things you want to address on your company page. Now let's take a look at what your content might look like with the following sample, using the above elements:

*ABC Billing Company is a full practice medical billing and practice management company located in Tampa Florida. Our company has a complete understanding of what it takes to effectively run a full service medical billing company.*

*Founded in 1996, Our President and CEO, [insert full name here] has a vast amount of experience and knowledge in the healthcare services industry. Her previous experience in the healthcare claims industry has afforded her the opportunity to bring her skills and knowledge to your practice so that you can focus your talents and expertise where it belongs... YOUR PATIENT'S!*

*ABC Billing Company has a full understanding of practice receivables, insurance claim submissions and patient interactions concerning balances and we are certain we could benefit your practice by becoming an extension to your existing practice staff! Please review our services page to see some of the services we can provide for you! (The “services” can be hyperlinked to your services page)*

### **The Services Page**

This page can be very simple as well as flexible so that you can add/change services at any time. You also want to be sure that you are fully prepared to offer the services you list. If you plan to only offer claims only you need to be prepared that it will be more difficult to compete against companies that are prepared and are offering full service. If you have experience in the industry, likewise you will want to “Think outside the Box” when listing your services and keep in mind that additional services such as credentialing, transcription, consulting, etc., are other services you can offer that will be a stepping stone into the business and will also give you an edge on the competition. Here is an example of what a more competitive company would use on their services page, **the items in bold are usually additional services a more experienced and established billing company would provide:**

Our services include but are not limited to:

- Eligibility & verification of benefits
- Insurance claims submission (primary, secondary & tertiary)
- Claims follow-up
- Appeals
- Patient statements
- Accounts receivable analysis
- Monthly and annual reports
- Custom reports as necessary
- “soft” collections
- Patient billing inquiries
- **Credentialing**
- **Consulting/Training**
- **ICD9, CPT & HCPCS Coding and/or review**
- Superbill review

This is just a general list, to be competitive in today’s industry it’s always good to “think outside the box”. Focus on your strengths and market your abilities. Never promise or advertise services you are not able to provide.

Whether you are marketing with direct mail or via internet (your website), any inquiry you receive is a positive response to your effort. Remember that although you are prepared to offer full service medical billing and/or practice management it is a good idea to remain open to the possibility of a potential

client needing you in a specific area. For example; a physician might only need someone to follow-up on claims, file appeals and/or perhaps only bill Medicare or any other specific carrier. Remain open to any possibility and think of all inquiries as a chance at an opportunity to receive a referral. Do not get discouraged if a potential client is only interested in one of your services; always think of the future and what that small stepping stone can lead to!

### **The Contact Page**

Your contact page can serve you in a couple of different ways. You can choose to list your company information and contact information and/or a feedback inquiry form that will gather the data you need to make a more personable contact with the website visitor. Keep in mind that doctors and other healthcare providers are not necessarily the only ones that will visit your website. Many busy offices have office managers that are overwhelmed or perhaps a physicians spouse or even a colleague or friend will be visiting and looking for a medical billing company. **If you are going to use your contact page to collect data via a web form, it's a good idea to remember to keep it "simple". I have designed many forms over the years for medical billing companies and though I understand why it's important to gather as much data from a practice as possible, you must remember there is a time and place for everything. When a potential client is visiting your website, most likely they are looking at other medical billing companies as well. The last thing they want to do is have to fill out a long tedious form that will intimidate them into believing they have to have all the information in order to talk with you. LONG, DRAWN OUT FORMS tend to leave the website visitor to leave your site and continue on to another site where contacting the company is much simpler and takes less time. Stick to requesting only basic contact information such as the name of the person, their title, city, state, phone number, fax number and email.** A good idea is to request a fax number and then input a field that lets them select yes/no that they would like additional information faxed to them.

A web form gathers the data from the form field entries, emails the data to the email address setup with the form (that would be you). The website owner will then have the information needed to contact the potential client and this is your "foot in the door". If you will be faxing over additional information, naturally you will want to do this promptly, so having your response ready is crucial. Again, remember that most likely your visitor is looking at your competition, so making that contact after you receive the form details is very important!

Let's look at a **sample** contact page with a web form:

*ABC Medical Billing Company invites you to complete the following information so that we can better serve your needs. Please complete all fields and a representative from our company will contact you as soon as possible!*

Full Name [ Last Name, First Name ]

Practice Specialty [ Insert Specialty ]

City: [ Insert City ]

State: [ Insert State ]

Phone: [ Insert Phone Number ]

Fax: [ Insert Fax Number ]

Email: [ Insert Email Address ]

Would you like us to fax you additional information [ drop down menu with yes no options ]

Comments/Questions: [ Free form comment field ]

There is often an extra charge for developing a contact form which is why you might consider the alternative solution.....

### **Contact Details Only**

You do not have to create an online form for visitors. You can accomplish the same result by just listing your company name, address, phone, fax and email on your contact page. You could also list your hours of operation as well. The upside to this method is that the visitor usually need only click on the "email" link, which will open their email client and allow them to contact you and ask you anything they want. The downside is that there will be many times inquiries will be dead ones, or perhaps your competition is contacting you for information and it will be difficult to respond if there are any doubts of the email being a solid lead.

Let's now take a look at a sample contact page with contact details only:

*Contact ABC Medical Billing Company for a speedy response and ask us how we can maximize your reimbursements!*

### **ABC Medical Billing Company**

P.O. Box 555555

Anywhere City, NY 11111

Phone: (555) 555-5555

Email: [info@yourwebsite.com](mailto:info@yourwebsite.com)

*We look forward to discussing your needs and offering your practice our expertise and knowledge!*

*Contact us today to learn what ABC Medical Billing Company can do for you!*

So now you have a good idea of what belongs on the pages discussed in this document so far. Let's now take a look at some alternative pages you might want to add to your site, either during the initial design OR later on. Again, remember that additional costs may apply. If some of these solutions appeal to you,

it's best to discuss them before we design and implement your website structure, if it is your intention to wait until later to add additional pages or content, be sure to let us know as we can keep that in mind when we are designing your site navigation so that inserting additional pages will not disrupt the design of your website. Our goal isn't just to provide you with a functional website now, our goal is to create a website that can ***GROW WITH YOUR BUSINESS!***

### Additional and optional add on pages

One of the most important functions of your website is that it be maintained and updated periodically. This will greatly improve your search engine rankings and will allow visitors to be enticed to return to your website. The following are some ideas on pages/sections you can add to your website that can be easily maintained and updated (additional charges may apply)

- **Newsletter Page** – This can be a great marketing tool and very cost effective to implement. There are a variety of ways you can offer this great service.
- **Client Login** – A great means of keeping your current clients up-to-date on news, forms to download or even just communicating with you. This page also serves as a marketing tool because it shows visitors that you have a special area JUST for Clients!
- **Compliance and/or Privacy Page** – This page can be used for telling potential clients how you are compliant with both state and federal regulations; you can also implement a privacy statement as well.
- **Resume** – If you think your resume will make a strong impact on potential clients, by all means add it.
- **Referrals, testimonials or references**– Another great marketing tool if you have current client testimonials or referrals. There are a variety of different ways to add this to your website
- **Pricing/Fees** – You can choose to discuss the structure of your fees or list various packages your company might offer potential clients
- **Mission Statement** – If you believe your mission statement is longer than what can be included on your home page, you can choose to have a separate area to discuss your mission, goals or commitment to potential clients
- **Links** – You can offer this as a separate page or perhaps it can be designed within your page navigation
- **Special's or Deals** – This can be as simple as a statement offering something free or perhaps a limited time offer

Here at K&L Media, we try to make the process very simple for you and I hope this guide was helpful. I am always available for extra help or guidance while we create a fabulous website for your business. We want your website to be a success because then ... WE ARE SUCESSFUL TOGETHER!

Linda Walker

Practice Managers Resource & Networking Community

<http://www.billerswebsite.com> a division of:

K&L Media, LLC

<http://www.klmediallc.com>