

New Member Spotlight: Prestige Billing



Prestige Billing is an Ohio-based, physician-owned, physician revenue cycle management and billing company founded in 2000. Prestige offers billing and coding services as well as account receivables management. While Emergency Medicine practices are where Prestige Billing started and it remains its largest specialty, the company also offers its services to hyperbaric medicine, rehabilitation centers, primary care, and office-based practices. For more information on Prestige Billing, please click [here](#).

Excerpts from a conversation with Kimberly Pallanta, Executive Director, B.S. Accounting

Kimberly Pallanta has been working for Prestige Billing for ten years. She came into the firm as Prestige was a client of her previous employer, an accounting firm. She started in practice management and quickly moved to the billing side. She now runs all aspects of revenue cycle management from billing to budgeting, forecasting, and financial management and manages human resources and marketing. And, the company is supporting her goal to go back to school for her M.B.A. Prestige prides itself on providing the highest quality of customer service, along with security and meeting strict compliance needs. Prestige is a solutions company and will work with clients to meet their specialized needs.

Prestige Billing decided to join EDPMA as a member strongly encouraged Prestige to take a look at EDPMA. Kimberly said that she and her management team have been impressed with EDPMA's members, its spirit of cooperation and the ongoing information that EDPMA provides.

Ms. Pallanta commented that the challenges she sees are in reimbursement and the payer arena. She highlights that with EDPMA's collaborative approach, Prestige has been welcomed into the discussion on how our members and like-minded associations approach and solve problems in these two key areas. Ms. Pallanta said that the networking benefits are sometimes understated, but for EDPMA members, it is key. There is a spirit of working together and competitive issues are put aside. Kimberly said she has been able to get assistance in operational areas such as identifying process improvements (e.g., automating appeals) to addressing the larger issues of fighting insurance companies who are changing policies by down-coding various diagnoses or in other situations.

Kimberly joined two Committees - State Insurance and Regulatory Committee (SRIC) and Quality, Coding and Document Committee (QCDC). She finds the brainstorming and discussions quite informative. Ms. Pallanta said, "I am inspired and have been reinvented. The brainstorming helps me see issues in another light, from different perspectives, and helps me problem solve for my company's needs." Kimberly said her experience at the 2017 Solutions Summit was "unlike any other conference, it was the most productive conference I've attended." Kimberly attributes this to the professional relationships that are created, and the willingness of members to share their knowledge. As Kimberly plans for the 2018 Solutions Summit (April 29-May 2 in Fort Lauderdale), she is already planning ahead - who can I meet? What resources do I need? How do I add to my knowledge and gain guidance on particular issues?