



siliconindia 10 MOST PROMISING **MEDICAL** **BILLING & CODING** SERVICES PROVIDERS - 2020

Invisible engines of the modern healthcare system, medical billing and coding are indispensable if efficient transmission of important data is to be carried-out. While the medical coder translates the healthcare provider's report regarding patient's visit into numeric or alphanumeric code, medical billers on the other hand utilize that information to develop a bill for the insurance company (popularly called a claim). Both practices are involved in the immensely important reimbursement cycle, which ensures that healthcare providers are paid for the services they perform.

Expected to increase by three folds to \$133.44 billion by 2022, this domain has an immense scope since a professional degree in medical or healthcare is not a prerequisite to start a carrier in medical coding & billing. Furthermore, the demand & supply gap in the sector is close to 40 percent and has been increasing over the years. If this does not sound 'lucrative', this industry is amongst a very

few that bestows a six-figure income along with the convenience of 'work from home'!

A bridge connecting insurance companies & medical practitioners, the industry is growing at over 18 percent YoY. Besides this, it is currently the fastest growing segment in the IT or ITeS space. To assist our readers in identifying some of the best medical billing & coding firms in the country, siliconindia Healthcare presents, '10 Most Promising Medical Billing & Coding Services Providers – 2020'. siliconindia's Editorial Board scrutinized the list via frequent deliberations by a renowned panel of industry's topmost CEOs, directors, VCs, and industry analysts, throughout the year. Evaluating the scenarios in versatile perceptions has brought siliconindia to sketch the organizations, which have created history with some marvellous medical billing & coding services. This scrutinized list will perform as an informative manual for enterprises with an interest in the segment.

10 MOST PROMISING MEDICAL BILLING & CODING SERVICES PROVIDERS – 2020

COMPANY	MANAGEMENT	DESCRIPTION
Ascribe Healthcare Solutions Chennai ascribehealthcaresolutions.com	Jaisheela Padmanabhan, Founder & MD	A provider of revenue cycle management services through its world-class global delivery team of healthcare billing, coding and revenue cycle experts
Baruch Business Solutions Thanjavur baruchbusinesssolutions.com	Hamsavardhan Mohan, Co-Founder	Enabling healthcare providers to manage and optimize their revenue through Medical Billing, Medical Coding, Credentialing, Medical Transcription and other Revenue Cycle Management Services
CHS Medical Billing & Coding Services Chennai chennaihcs.com	Balasubramaniam Suganthi, CEO	An expert provider of outsourced HIPAA compliant Medical Billing Services with incredible physical & technological infrastructure for innovation & upgradation, and security
e-care India Chennai ecareindia.com	Deepak Sanghi, Managing Director	One of India's leading medical billing companies offering end-to-end medical billing solutions and coding services to businesses of diverse sizes
ELATE-RCM New Delhi elatercm.com	Rita Chaudhury, Director	HIPAA & ISO 9001:2015 compliant healthcare BPO firm rendering comprehensive, high quality, safe & secure services to a plethora of US healthcare firms including physicians, hospitals, laboratories, managed care providers & billing companies
Medusind Solution Mumbai medusind.com	Vipul Bansal, Co-Founder	The company provides integrated healthcare business solutions (both onshore and offshore) including medical coding, healthcare billing, medical transcription, coding documentation and coding analytics
Omega Healthcare Bangalore omegahms.com	Gopi Natarajan Co-Founder & CEO	Offering end-to-end solutions such as Revenue Cycle Management, Medical Billing & Coding, Accounts Receivable Management, and Patient Interaction solutions to healthcare companies
QWay Health Chennai qwayhealth.com	Ramesh Rao, Vice President	Offering a suite of revenue cycle management services that include Medical Billing & Coding, Eligibility/Insurance Verification, A/R Analysis & Follow-up, and Credit Balance/Refund Processing, to name a few
SAVI Group Gurugram billingsavi.com	SumitMahendru, Managing Director	A provider of best-in-class medical billing services & collection solutions such as RCM, analytics, coding and consulting
TotalRCM Solutions Bangalore totalrcmsolutions.com	Vanaraj Baulraj, President & CEO (India), Debbie Redd, CEO (US)	Specializing in Complete Revenue Cycle Management, Billing Services, Coding Services, Consultation Services, AR Management, Patient Customer Services, Credentialing, Compliance Coding Audits, and Analytics & Reporting areas

COMPANY SPOTLIGHT

BARUCH BUSINESS SOLUTIONS:

IMPARTING UNRIVALLED ACCURACY & TRANSPARENCY IN MEDICAL BILLING & CODING

BY SRRAYVINYA OLM

Despite the surge in newfangled technologies that are revolutionizing the medical billing & coding industry, there are a horde of challenges still hovering around it. Most companies poised in this industry are still striving to perfectly master the art of translation of a patient's symptoms and a clinician's endeavors to mitigate them into a vivid classification code. On the other hand, these companies are also grappling to efficiently manage the claims of hospitals, while coordinating patients and health insurance companies through proper medical billing services.

But for Baruch Business Solutions India Private Limited (also known as BBS), achieving the best of both these verticals is just a piece of cake due to its unparalleled expertise, close to five years of offering services, and 100+ employees. A pioneering Medical Billing & Coding services company based in California & Thanjavur, BBS proactively handholds a fleet of US-based clinics, hospitals and other healthcare institutions with extremely transparent, top-notch and accurate



end-to-end services. These services include the most convoluting/time consuming credentialing process, MIPS Training, CQM Training, MU Training, HEDIS reporting, credit management, and much more.

TRULY A ONE-STOP-SHOP!

Today, most medical billing companies strive to take control of the entire system at hospitals and clinics by

offering them their own software, instead of allowing the doctors to hold the control. Contrastingly, BBS gets access and plugs into its clients' software, stays in direct touch with both doctors & their staff members, and thus delivers them customized daily, weekly & monthly reports with utmost accuracy and transparency. Hamsavardhan Mohan, Co-Founder, BBS, asserts, "By outshining as an

KEY MANAGEMENT:

Hamsavardhan Mohan, Co-Founder, Baruch Business Solutions India

A dynamic personality, Hamsavardhan outclasses as a great asset to any business today. He holds an extensive experience of 12+ years in the healthcare technology industry, along with his rich expertise in MIPS, (MU) Meaningful Use, CQM, Credentialing, , and many more verticals.

Anthony J Reilly, President, TLK Medical Group

Anthony is a multi-skilled innovator with profound experience in sales tactics as well as the management of highly specialized fields like medical business.

Matthew Ung, Vice President, TLK Medical Group

With over 10 years of experience in healthcare administration, Matthew wears various hats across many prestigious associations, besides spearheading the TLK Medical Group.

Quick Facts:

- **Inception Year:** 2016
- **Founders:** Hamsavardhan Mohan & William Castellanos
- **Locations:** California, USA & Thanjavur, Tamilnadu
- **Services:** Medical Billing, Medical Coding, Credentialing, RCM Services & Staffing

extension of our clients' staff and working closely with the insurance companies, we ensure to accelerate their revenue cycle generation, decrease operational expenditures and enhance efficiency delivered by their systems".

The biggest forte of BBS is its highly qualified & trained team of experts with AAPC, CPC, CIC, COC & many more certifications and knowledge about the entire process of medical coding & billing. Since majority of hospitals & clinics in US find it extremely difficult and expensive to find adept people, this company stands as their savior by ensuring that its team addresses all their medical billing & coding requirements. In a nutshell, BBS is a one-stop-shop that takes diligent care of end-to-end activities of the clients with a consistent workflow. Moreover, it also constantly enlightens the clients on the emerging trends & advancements in the healthcare industry via several channels, while updating its team on the same via

training sessions & webinars, and also discussing variegated coding-related queries and issues with them.


LONG-STANDING PARTNERSHIP

BBS takes utmost pride in partnering with the TLK Medical Group, which provides medical solutions with software developers and other technological advancements. Post a year of meticulous preparation, TLK kick-started its association with BBS, and since then, the main role of TLK is to analyze the systems & software of clients and their method of communication, and thus offer them efficient logistics management along with digital marketing services. Further, it assures to provide them a sustainable growth instead of an inconsistent one at incredibly affordable prices.

Recounting their partnership with BBS, Anthony J Reilly, President, TLK Medical Group, articulates, "We started our journey by offering

infrastructure support to private practice groups with a bigger aim of helping them with every aspect of medical billing & coding business". Matthew Ung (Vice President, TLK Medical Group) connected with Anthony through a referral while his father's practice was grappling with various medical coding issues. It was then the duo of TLK consulted Hamsavardhan to discuss about these issues and resolve them. Post this, Matthew's practice not only generated phenomenal revenue and cut-down prices, but also gained a great recognition in the industry. In fact, he was the primary reason for the strong partnership that was built between TLK and BBS.

The main motto of BBS has always been to never over-promise to its clients and deliver them services that make them absolutely happy. For every client, the company sets-up everything free of cost during the first two months to prove its excellence and later charges them accordingly. Investing volumes to ensure that clients' data is safe and secure, BBS has all its software and communication systems in strict compliance with HIPAA and all its EHR softwares are CCHIT certified. It is also proud to be one of the members of AMBA, which provides exposure to all kinds of medical practices across US.

So far, BBS has experienced a tremendous growth in its revenue as well as its manpower from just five during inception to more than 100 today. Currently, its prime goal is to efficiently leverage the best of its expertise, undertake profitable projects, enhance its client base by offering them nothing less than the best, and build a sustainable business. Based on its performance in the upcoming three years, the company has plans of foraying into other parts of India to expand its services. 

Interview with the key management of BBS & TLK on their yearly conference meet - 2020