

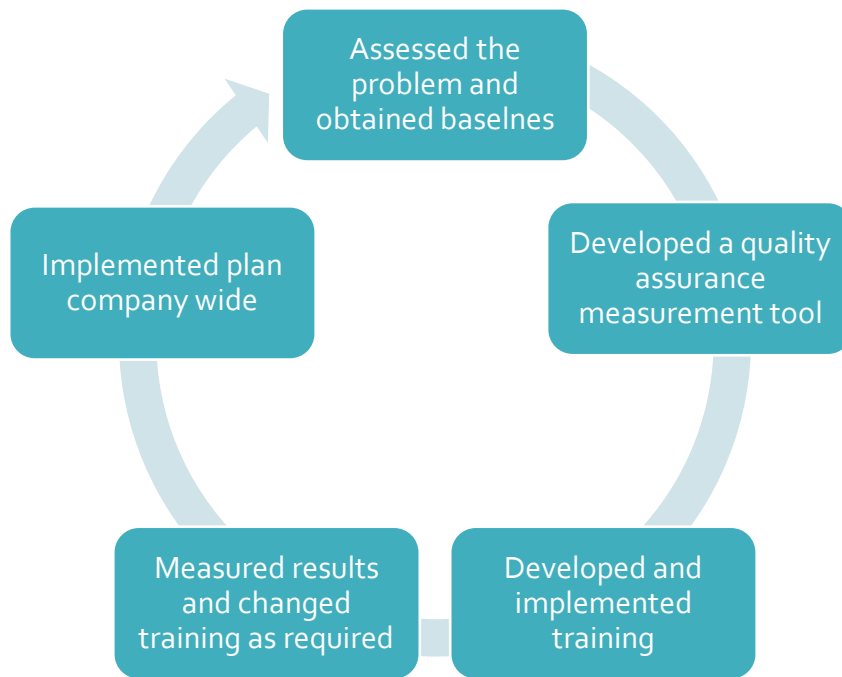
Webbe Group  
Strategy. Alignment. Impact

Create a constant purpose toward improvement  
Quality Assurance Model

- Plan for quality in the long term
- Resist reacting with short-term solutions
- Don't just do the same things better – find better things to do
- Predict and prepare for future challenges and always have the goal of getting better

Problem: Paying \$2million back to Medicare based on Medicare denials

The problem was tackled by using the quality assurance model.



The results were spectacular for my division

1. Overturned 86% of existing denials
2. Stopped receiving denials from Medicare
3. When RAC auditing begun by Medicare, was able to use Medicare intermediaries to overturn RAC denials which allowed my time to be more productive elsewhere.
4. My process was adopted by Vice President of Clinical and rolled out nationwide.
5. Divisions with strong leadership experienced the same result

Why did this work? Division leaders bought into the long-term quality initiative and adopted the process we developed because it was better than what they had. We consistently looked at the challenges and changed training based on what we knew the future challenges were going to be. Being proactive not only saves money, but it saves leadership time since they are no longer reacting and spending time solving immediate problems. The focus can be placed on other needs within the company.

This principle can be applied to any process in your business. Why do companies record customer service calls? To manage quality and results. Why does a great marketing firm measure the results of each and every campaign and change in campaigns? To manage quality and results. Quality is individualized per industry and per company.