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HEALTH CARE FINANCES



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Carolyn M. Rubin, CPC, CPC-I has more than 20 years of experience in the medical field. She is knowledgeable in revenue cycle and is also experienced in coding as an E/M auditor and educator for physicians and staff. Ms. Rubin attributes her talents and knowledge to hard work and perseverance. She is a member of the team at Anthelio Healthcare Solutions Inc., a health care company that provides revenue cycle, coding, education, and HIM services to community-based physicians and facilities dedicated to advancing quality patient care in America.

An open and honest professional, Ms. Rubin prides herself on maintaining truthful communication with her clients to keep them from getting blindsided or disappointed. Ms. Rubin believes in the ideology “what you see is what you get,” and what you get from her is the best. She goes above and beyond for clients, and works hard to provide the highest-quality services. Ms. Rubin isn’t afraid of people showing her up; she encourages it. She enjoys being a mentor and a teacher, and encourages her team and her clients to know more than her because that means she did her job well.

Prior to entering the health care field, Ms. Rubin owned a restaurant and was involved in real estate and different areas of sales. She has also worked as a pharmacy technician in a retail pharmacy. However, she realized quickly that she wanted to work on the other end of health care services and take care of patients. She allows patients to receive excellent medical care from the provider while offering the financial care that they need.

Ms. Rubin was greatly influenced personally and professionally by the people in her life. Her grandfather, who passed away from cancer, gave her the advice she lives by: “Each day when you go to work, you walk through the door with the eyes of a patient. If you do that, you will always be successful.” Ms. Rubin has also been able to flourish in her current role due to her supervisor, Kelly Vroom, who allows her employees to grow and develop under her leadership.

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Respected and accomplished, Ms. Rubin has received numerous awards for her work in the field. In 2015, she was named among the Top Female Executives, Professionals and Entrepreneurs. She has also received the Woman of the Year Award from the American Biographical Institute and the Women of the Year Award through the National Association of Professional Women.

A well-established speaker, Ms. Rubin has spoken at several Medicare roundtables. She has spoken at conferences around the United States, and has published instructional manuals, articles in coding books and articles for magazines. In addition, she is an approved instructor for the AAPC.

Ms. Rubin is a medical assistant, pharmacy technician, certified coder and coding instructor, and is certified in coding and compliance. She maintains affiliation with the National Association of Professional Women, the American Academy of Professional Coders, the American Health Information Management Association and the Medical Group Management Association, among many others.



CONVERSATION WITH CAROLYN M. RUBIN, CPC, CPC-I

WORLDWIDE PUBLISHING: On what topic(s) do you consider yourself to be an expert?

CAROLYN M. RUBIN: Revenue cycle and reimbursement in healthcare.

What characteristics help to separate you from your competitors?

I'm open and honest; I tell clients how it is and I don't sugarcoat anything. Clients will get the best from me because I'm not afraid of hard work. I've also been an instructor, so I know how to teach and train individuals.

What motivates you?

Watching my clients succeed and watching the practice/facility succeed.

What short-term and long-term career goals are you currently pursuing?

A short-term goal of mine is to continue to grow the department that I'm in and to make it a successful branch. For the long term, I would like to be able to get to a point where I can retire and travel with my husband.

What is the most significant issue facing your profession today?

All of the government and regulatory changes. There are major challenges for physicians, hospitals and other facilities. We have new coding structures that make it more cumbersome for physicians/facilities to do coding and billing.

Did you ever consider pursuing a different career path or another profession?

I had so many career paths throughout my life because I have several passions. I've owned a restaurant, worked in real estate sales and different areas of sales, and eventually got into health care. I love being an entrepreneur, and I'm very customer-oriented. I find my biggest pride in the health care arena because it is impacting so many lives on the provider side and the patient side.

What changes have you observed in your industry/field since you started?

There have been several regulatory changes from the way physicians document, to coding and billing a service, to reimbursement for the services provided and an increase in audits and reviews for medical necessity. There

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has also been an increase in prior authorizations and payers telling physicians how to treat their patients. It has really slowed down the ability to treat patients compared to 20 years ago when I started in health care.

How do you see these changes affecting the future of your industry?

Health care will continue to become more complex. As regulations continue to change, reimbursement continues to be cut and providers/facilities are forced to do more with less, they will rely on us to help them put best practices in place and streamline their processes so they can continue to do business and providing quality patient care.

What is the most difficult obstacle or challenge you have faced in pursuit of your goals?

Not having a master's degree has been an obstacle at a couple of companies I was interested in, as their policy required it regardless of your work history.

What do you find to be the most rewarding aspect of your profession?

Knowing that patients can get the treatment they need and providers/facilities can get reimbursed and continue to provide quality patient care.

Who have been your mentors or people who have greatly influenced you?

My grandfather, my executive coach, my children and my husband.

What lessons have you learned as a professional in your field?

How to be a mentor and communicate with individuals of all levels in an organization. I also learned how to educate others to do what I was doing at the time, whether it was medical assisting, coding or auditing.

What advice can you offer fellow members or others aspiring to work in your industry?

Perseverance and hard work does pay off as long as you remember honesty and to trust in yourself and those you work with. Respect is something you earn and must always show, and quality patient care should always come first, both financially and medically, as that is the success of the provider/practice/facility.

What are some questions that an individual interested in your services can ask to ensure a more productive relationship?

Years of experience, background, success rate in terms of collections, reduced denials, client satisfaction, and what unique quality do I bring to the table?

What is your favorite or least favorite work-related task to do and why?

My favorite work-related task would be public speaking and education of

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staff, clients and team. I love public speaking — knowing that I might make a difference for a practice/facility, providing them with a nugget of knowledge that allows them to take care of their patients both medically and financially is fulfilling.