

# The Dermatology-First RCM Evaluation Checklist

How to use this tool: Ask these exact questions to any billing vendor you are evaluating. If they cannot answer "Yes" to these items, you may be exposing your practice to revenue leakage and regulatory risk.

## Section 1: Dermatology Specific Expertise

The Question: Do you really understand Dermatology, or do you just bill for it?

Evaluation Criteria	Ezderm	Other Vendor
Are your billers and coders specifically trained in complex dermatology nuances (not just generalists)?	✓	
Do you provide specific clinical coding guidance for E/M levels, PDT, Acne, and cosmetic vs. medical distinctions?	✓	
Do you perform manual accuracy reviews for high-risk modifiers (like 25 and 59) before submission?	✓	
Do you actively identify and fight silent payer downcoding, rather than accepting the lower payment?	✓	
Do you conduct internal coding audits and provide direct feedback to our providers to improve their charts?	✓	
Do you host ongoing education webinars to keep our staff and providers updated on coding changes?"	✓	

## Section 2: Financial Transparency & Profit Protection

The Question: Are you taking a cut of money you didn't help collect?

Evaluation Criteria	Ezderm	Other Vendor
Do you waive all fees on copays, deductibles, and self-pay revenue we collect at the front desk?	✓	
Is your percentage fee waived for self-pay office payments?	✓	
Is your pricing model free of hidden costs for 'startup,' 'technology access,' or 'postage'?	✓	
Can you demonstrate a proven track record of increasing client revenue specifically for dermatology practices?	✓	

## Section 3: Front-End Accuracy & Charge Capture

The Question: Do you prevent errors, or just fix them later?

Evaluation Criteria	Ezderm	Other Vendor
Do you verify terminated or inactive insurance plans before the patient is seen?	✓	
Do you proactively guide our team on documentation requirements specifically to prevent future denials?	✓	
Do you coach our front-desk staff on best practices for Time-of-Service (TOS) collections?	✓	
Do you manually audit high-risk claims before they are ever submitted to a payer?	✓	
Are claims scrubbed and submitted within 24 hours of our providers signing their notes?	✓	

## Section 4: A/R Management & Aggressive Denial Defence

The Question: Do you fight for my difficult claims?

Evaluation Criteria	Ezderm	Other Vendor
Do you analyze denials by true root cause (e.g., NCCI edits, bundling) rather than just 'working the list'?	✓	
Do you utilize custom workflows and follow-up schedules tailored to specific payers and claim ages?	✓	
Do you draft custom appeal letters with supporting documentation instead of just resubmitting?	✓	
Do you clean up clearinghouse and payer rejections daily to prevent recurring submission errors?	✓	
Do you proactively identify and flag systemic payer trends or mass-denial issues for us?	✓	
Is every single follow-up attempt documented in detail so we have full transparency?	✓	

## Section 5: Patient Experience & Reputation Management

The Question: Will you treat my patients with respect?

Evaluation Criteria	Ezderm	Other Vendor
Do you provide a dedicated patient billing phone line with professional, scripted communication?	✓	
Do you send statements via paper, email, and SMS at no additional cost to the practice?	✓	
Are online patient payment options included at no extra charge?	✓	
Do you handle the complete administrative burden of processing patient refunds?	✓	
Does your team take the time to explain EOBs and balances to confused patients?	✓	

## Section 6: Compliance, Quality & Audit Support

The Question: Will you keep me safe from audits?

Evaluation Criteria	Ezderm	Other Vendor
Do you provide full support for payer audits, chart requests, and medical record monitoring?	✓	
Do you conduct quarterly 'Quality Reviews' covering clean claim rates, denial rates, and appeal results?	✓	
Are errors formally documented and corrected with follow-up training for the team?	✓	
Do you maintain comprehensive storage of compliance documentation and HIPAA internal controls?	✓	
Are your billers expert users of my current EHR and practice management software?	✓	

## Section 7: High-Touch Partnership

The Question: Are we partners, or just a transaction?

Evaluation Criteria	Ezderm	Other Vendor
Will we receive high-touch account management with executive-level oversight?	✓	
Will we have monthly alignment meetings to review fee schedules and collection strategies?	✓	
Do you train our Front Desk and MAs on insurance rules to help operations run smoother?	✓	
Do we have direct communication lines with the RCM team (rather than generic support tickets)?	✓	
Do you coordinate with credentialing teams to assist with new provider onboarding?	✓	