



Behavioral Health Association of Providers

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Synergize Your Marketing & Billing

Dan Gemp
PRESIDENT | CEO
Dreamscape Marketing

HOW SHARING DATA
MAXIMIZES YOUR
TACTICAL &
STRATEGIC
ADVANTAGES

Greg Keilin
CO-FOUNDER | CEO
Prosperity Behavioral Health

*Your **marketing** and **billing** providers hold the keys to success for each other, and you.*



The key is tactically and strategically joining your front-end marketing data, with back-end billing data, to make both more efficient in delivering you optimized solutions.

*Clients often ask
marketing and
billing the exact
same questions...*



*Who is My
Best Payer?*

*How Do
I Get More
of Those
Policies?*



*I'm All
Out-of-
Network.
Should I
Be Thinking
About Going
In-Network?*



Billing to Marketing:

- What is the call volume?
- What are the conversion rates?
- Ability to flex those things?



*How Will
I Know
What My
Cash Flow
is Going To
Be for the
Next Six
Months?*



*How can
marketing
inform and
impact this
answer?*

How Does Your Census Look?



*Why is My
Census
Still Low?
I'm Getting
a Ton of
Calls.*



*Misreading
the Marketplace*

**A Targeting Fail:
Opiates vs. Alcohol**



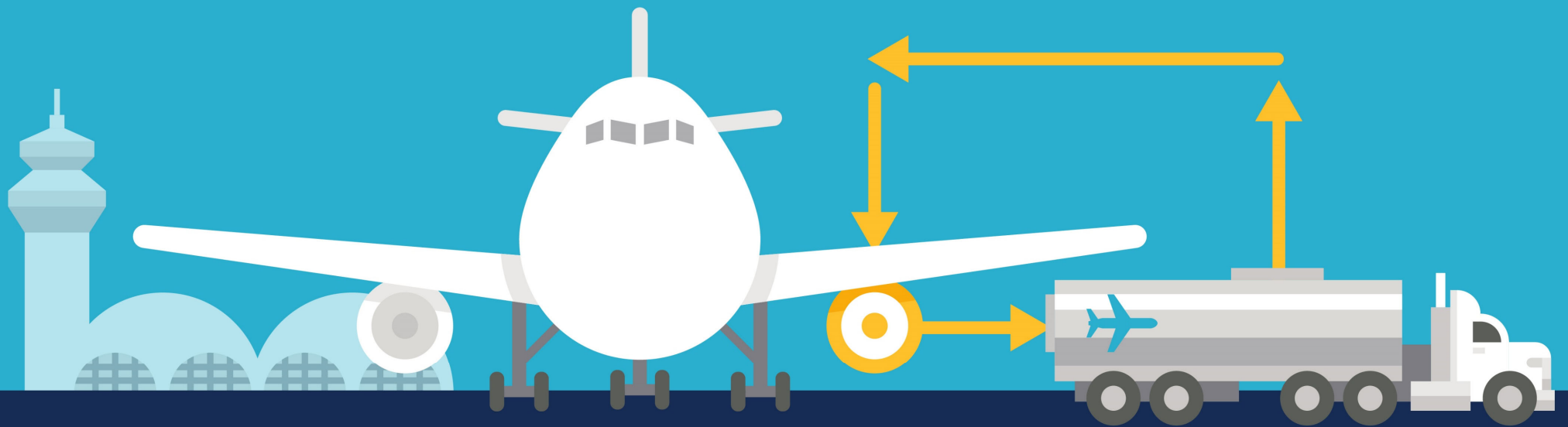
*How Do I
Know If My
Marketing
or **Billing** is
Working?*



- Utilization Review
- Census Level
- Business Model
- Location
- Call Volume
- Call Mix
- Healthcare Plan
- Quality of Clinicians



Why Should Your Marketing & Billing People Get Along?

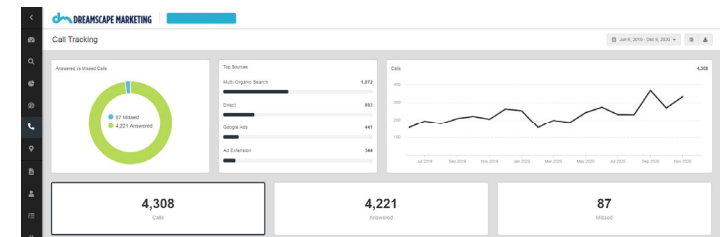


*We Literally
Need Your
Permission
to Synergize
and Win
for You*



Case Study: What Happens When Billing + Marketing Can Forge a Successful Partnership

- A small, rural in-network drug rehab center in the Midwest
- Seeking steady and stable growth
- DM & PB jointly recognized Blue Cross as the answer to their business model
- Dreamscape Marketing advised them to go after detox clients.



30% Growth + Opening a 2nd Location

What should you take away from today?
You win when we talk.

Dan Gemp

PRESIDENT | CEO
Dreamscape Marketing



Greg Keilin

CO-FOUNDER AND CEO
Prosperity Behavioral Health