

1 CLERK OF THE CIVIL COURT
2 301 Perimeter Center North
3 Atlanta, Georgia 30346
4 (800) 981-8601



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6 THIS IS WHAT A LAWSUIT LOOKS LIKE. TO HELP AVOID SEEING
7 ANOTHER ONE IN THE FUTURE, KEEP READING.
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10 CLERK OF THE CIVIL COURT,)
11)
12 Plaintiff,) Case No.
13 vs.)
14 BRUINING-JENSEN LABORATORIES,) **98K04811**
15 Defendant.) COMPLAINT FOR
16) VIOLATION OF FEDERAL
17) CIVIL FALSE CLAIMS
18) ACT

18 RELAX, THIS IS ONLY A TEST.

19 OK, now that we've got your attention, let's get
20 some facts straight about the do's and don'ts surrounding
21 laboratory billing practices, and how you can save yourself a
22 lot of headaches - and money - in the future:

23 1. As you are well aware, laboratory billing practices
24 have been under heavy investigation lately. And in many
25 cases, rightly so. Much of the trouble stems from the
26 improper unbundling and duplicate billing of laboratory
27 tests, some of them not even medically necessary according
28 to regulations. However, with all of the confusion, many
labs are finding themselves under fire for making honest

1 mistakes. A discrepancy between a doctor's diagnosis and
2 the "submitted" tests may now be considered fraudulent and
3 can cost you stiff financial penalties in the millions
4 of dollars. Even jail time. Smith-Kline Beecham recently
5 paid over \$325 million to settle its dispute with the U.S.
6 Government for improperly billed lab tests on Medicare
7 patients. And the Department of Justice has already collected
8 over \$1 billion in settlements from hospitals, private
9 laboratories and physicians. Obviously, this has led many
10 to find ways to minimize their risk and comply with federal
11 regulations, without spending a fortune on costly audits and
12 legal bills. Easier said than done, right?

13 2. Well, that's where we come in. With Pathways
14 Compliance Advisor Limited Edition (LE) software from HBOC,
15 providers can self-audit their claims prior to submitting
16 them for payment to help ensure compliance with regulations.
17 There's no need to seek an outside source to audit your
18 billing practices - you can be your own watchdog. In fact,
19 it's already being used by over 400 payors nationwide with
20 over 7 million pre-defined and validated laboratory rules.

21 3. Here's a quick list pointing out what Pathways
22 Compliance Advisor LE can do to help make your job, and life,
23 a little easier:

24 a) Minimizes the risk of potential audits and
25 exposure to fraud.

26 b) Screens claims to ensure medical necessity and
27 Medicare compliance.

28 c) Submits appropriate claims based on current
industry-accepted coding guidelines.

1 d) Flags procedures where supporting documentation
2 typically is required.

3 e) Identifies submitted procedures that are subject
4 to a frequency limitation.

5 f) Identifies incomplete or invalid codes.

6 g) Edits codes for age and sex inconsistencies.

7 h) Validates existing modifiers and recommends
8 modifiers when they are missing.

9 i) Generates claims audit, summary and exception
10 reports.

11 4. Now here's the best news. For a one-time license
12 fee of \$5,000, you can try out Pathways Compliance Advisor
13 LE for 90 days to process as many claims as you like or to
14 conduct audits to satisfy compliance plan requirements. After
15 90 days, you can choose to implement the complete Pathways
16 Compliance Advisor software interfaced to your current billing
17 system, and we'll credit the \$5,000 toward the purchase
18 price. It could possibly be the best investment you'll make
19 all year. After all, have you seen the price of a hefty
20 lawsuit these days?

21 5. For more information about this trial offer, contact
22 the HBOC Sales Center at 1-800-HOW-HBOC (469-4262). Or visit
23 our web site at www.hboc.com. And hopefully, this will be the
24 last lawsuit you'll ever have to read.

25 6. HBOC. We know what's at stake.

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28 By: _____

