

THE CLAIM GAME

YP

YOUNG PROFESSIONAL

JoAnna J.V. Davis

By :: Pamela Varma Brown | Photo By :: Sara Wall

JoAnna J.V. Davis's business isn't all that exciting: She invoices medical insurance companies on behalf of healthcare providers. In essence, she helps her clients collect payment for their services. It might sound dry to you, but for JoAnna, believe it or not, it's a dream job.

"I love setting my own hours, I love the flexibility. I do really enjoy calling to get claims paid," JoAnna says. "It's not a glamorous job, but I love it."

JoAnna, 37, founded J. Medical Management in 2000 after working weekends and holidays for years as a concierge. She wanted more control over her time, so she researched business opportunities for three years before settling on medical billing, a business that combines her natural organizational skills with her talent for working with numbers. She set up her office in the light and airy cottage behind her home and began helping doctors to get paid.

Almost half are on Kaua'i but she also has clients on Maui, the Big Island, O'ahu and Moloka'i.

The secrets of JoAnna's statewide success are her knowledge of multiple insurance companies' billing codes, her ability to track the constant changes in procedures and her laser-like focus on collecting on as many claims as possible.

This dedication has kept the normally overwhelming claims system from discouraging her clients, a frequently overlooked service JoAnna is glad to provide. Some providers, she says, dismiss thousands of dollars of collectible money because they don't know how to get their claims paid.

The reasons claims go unpaid run the gamut, but they usually come down to a clerical or system error, JoAnna says. "It's all a matter of knowing the procedures and calling or e-mailing to follow up."

For doctors, J. Medical Management is a boon. They don't have to worry

says the difference JoAnna's work has made for the company is "huge."

One bonus of working with JoAnna is her warmth, Nakamura says. "She cares about patients; she wants to make sure their bills are accurate so their claims are easier for them."

The biggest challenge JoAnna faced when she first started was working the long hours to accomplish what needed to get done. "That's a downside of starting your own business; you're kind of married to it," she says. Once she hired someone, the pressure lifted.

And now that her business is running smoothly with two employees, JoAnna has the flexible schedule she's always wanted. But she can still become immersed in her work, like many business owners are apt to do, so she's learned to keep an eye on the hours she puts in.

"I can work ten hours a day and be completely fine, and there always is something to do. When my niece lived with us for three years, I realized I was working seventy-five hours per week!" she says. "Now I keep track of my hours and try to keep it more reasonable."

JoAnna, balances her days spent in front of a computer by exercising—lately training for the Honolulu Marathon. She also makes time for her husband, Greg, whom she met when she came to Kaua'i on vacation from San Francisco thirteen years ago. They enjoy spending time together at the beach with their dogs and traveling.

"I love it when I can leave on a Friday and everything's off my desk," JoAnna says. "Again, it's not glamorous, but I love my job." 🌟

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JoAnna's services include submitting claims to insurance companies for workers comp, no-fault, Medicare and private medical carrier claims; following up diligently on unpaid or rejected claims; and full patient accounting.

Among her clients are physical therapists, psychologists, internal medicine and other doctors and two Native Hawaiian healthcare systems.

about overhead, turnover, vacation or sick time for in-house billing personnel. And because she's paid a percentage of claims collected, JoAnna is highly motivated to follow up on outstanding payments.

"She is so good at what she does," says Lanae Nakamura, office manager for Action Physical Therapy on Kaua'i, who has worked with JoAnna for four years. Nakamura



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