

# Insurance Continuity: Managing Business & Ownership Changes

## *Protecting Your Practice Revenue During Transitions*

### The Role of Carrier Pre-Registration:

#### What does OrthoFi mean by “credentialing” or “pre-registration”?

In the context of a business change, pre-registration is the process of introducing your updated entity to insurance carriers at the Tax ID level. By submitting an updated W-9 and current demographic details, you ensure that carriers recognize your new business structure in their systems before claims are filed under the new details.

#### Is this a legal or carrier-mandated requirement?

While not a legal requirement or a mandate from the carriers themselves, this proactive registration is a core OrthoFi standard for managing transitions. We have found that this step is the most effective way to ensure accurate benefit verification and prevent the "revenue dip" that typically follows a change in ownership or tax identity.

#### Why is OrthoFi requesting this update now?

Insurance carriers view a change in Tax ID (TIN), ownership, or address as a significant shift in the billing entity. When pre-registration is completed upfront, we consistently see:

- **Higher Reliability:** More accurate eligibility and benefit responses for your new entity.
- **Fewer Disruptions:** A reduction in "pending" claims and administrative processing delays.
- **Payment Security:** Minimized risk of payments being misdirected to prior owners or old addresses..
- **Early Stability:** Faster stabilization of your insurance A/R during the first several months under the new structure.

### Navigating Claim Processing During Transitions:

#### Should I expect delays in claim processing or payments?

When updates are made to your practice profile, insurance carriers require time to update their internal databases. During this window, it is common to see temporary delays in claim processing.

In some instances, claims that were already in progress may need to be reprocessed by the carrier to reflect the new information. Please note that these processing timelines are dictated by carrier internal workflows and are not a result of, or preventable by, OrthoFi's management of your revenue. Our team will continue to monitor these claims closely to ensure they move through the carrier's system as quickly as possible.

## How can we mitigate payment disruptions?

The most effective way to minimize the duration of payment delays is to prioritize carrier updates. We recommend focusing on two key areas:

- **In-Network Relationships:** Ensuring your contracted carriers have your updated info first.
- **High-Volume Payers:** Prioritizing the carriers that represent the largest portion of your claims.

To assist with this, our Treatment and Network Details (TND) team will highlight these high-priority carriers on your Shared Tracker Document, allowing your team to focus their efforts where they will have the greatest impact on your cash flow.

## Operational Details & Tracking:

### What specific changes require carrier notification?

To maintain seamless claims processing, we must update carriers regarding:

- **New Tax ID Number (TIN):** Carriers cannot process claims under a new entity until the TIN is registered.
- **Change of Ownership (CHOW):** Ownership shifts often require new W-9 submissions.
- **New Physical or "Pay To" Address:** Correct data prevents misdirected payments.
- **Provider Changes:** All treating providers must be linked to your new TIN to avoid "out-of-network" denials.

### How will we track these updates?

To ensure full transparency, OrthoFi's TND team will create a shared tracker document. This allows both your practice and our team to monitor the status of carrier notifications, registration approvals, and rate table uploads in one centralized place.

### The Shared Goal: Smooth Revenue Performance

We share the same objective: **clean claims, timely payments, and a predictable financial experience** for your patients throughout this transition. By establishing your practice cleanly in carrier systems and prioritizing high-impact updates, we remove the friction that often plagues business changes, allowing OrthoFi to do what we do best—manage your insurance revenue effectively.

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## The Bottom Line

- **Prioritize Impact:** Focusing on high-volume and in-network carriers mitigates cash flow dips.
- **Expect Carrier Timelines:** While OrthoFi manages the process, carrier-side processing delays are an expected part of the update window.
- **Centralized Tracking:** Use the TND shared tracker to see exactly where each carrier stands in the transition pipeline.
- **Practice Autonomy:** You maintain full control over network participation and rate negotiations.