

Elite Medical Billing Business System

Wealth Horizons Academy | \$1497

BUILD A THRIVING MEDICAL BILLING BUSINESS

Medical billing is one of the most recession-proof businesses available. Healthcare spending grows every year regardless of economic conditions, and providers always need billing expertise.

MODULE 1: THE MEDICAL BILLING BUSINESS MODEL

Why Medical Billing Is an Exceptional Business

- \$1.3 trillion annual healthcare billing market in the US
- Providers need billing expertise but cannot afford full departments
- Remote work capability (work from anywhere)
- Predictable recurring revenue
- Low startup costs (\$5,000-15,000)
- High barriers to entry (expertise-based moat)

Revenue Model

Medical billing companies charge: - Percentage of collections: 4-9% of collections (most common) - Per claim rate: \$4-8 per claim submitted - Flat monthly fee: \$500-5,000/month depending on practice size

A single primary care practice generating \$1.5M in annual collections pays you \$60,000-\$135,000 per year at 4-9%.

With 5 practices of similar size: \$300,000-\$675,000 annually.

MODULE 2: STARTUP AND OPERATIONS

Initial Investment Requirements

Item	Cost
Business formation (LLC)	\$100-500
Medical billing software	\$200-500/month
Clearinghouse enrollment	\$100-300
Computer/equipment	\$1,000-2,000
Professional liability insurance	\$500-1,500/year
Education and certification	\$500-2,000
Marketing	\$500-2,000
Total Startup	\$3,000-8,300

Required Certifications

- CPC (Certified Professional Coder) — AAPC
- CPB (Certified Professional Biller) — AAPC
- CMRS (Certified Medical Reimbursement Specialist) — AMBA

MODULE 3: CLIENT ACQUISITION

Finding Your First Medical Billing Clients

Target Prospects: - Solo and small group practices (2-5 physicians) - Newly opened practices - Practices with high denial rates (they need help) - Specialties with complex billing (surgery, mental health)

Your Value Proposition

"The average medical practice loses 15-25% of collectible revenue to billing errors. Our system captures that lost revenue. Most clients see a positive ROI in 60-90 days."

How to Approach Prospects

1. Research the practice (specialty, size, likely billing challenges)
2. Request a 20-minute consultation
3. Offer a free accounts receivable analysis (shows current denial rate and recovery opportunity)
4. Present your findings and propose a solution
5. Start with one month free trial on smaller practices

MODULE 4: SCALING YOUR BUSINESS

From Solo to Agency

Solo (0-2 clients, \$0-250K revenue): You handle everything. Focus on mastering the work and client relationships.

Small Team (3-8 clients, \$250K-750K revenue): Hire remote billers, part-time at first. You manage relationships and quality.

Agency (8+ clients, \$750K+ revenue): Hire a team lead. Move from doing the work to managing the business.

Technology Investment for Scaling

As you scale, invest in: - Practice management software for each client - Reporting and analytics dashboard - Client portal for secure document sharing - Project management tool for team coordination

Educational purposes only. Not professional advice. Results vary.

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