

5. Mandatory Internal Links

It's crucial for articles in the series to be interlinked (linking to one another) for Google to register them as a topic cluster. If a bunch of articles are linking to a specific article in the series, this signals to Google that the article is **important**, which helps it rank higher in the search results.

Here are mandatory links for this content series:

1. <https://donotpay.com/learn/upcoding/>
2. <https://donotpay.com/learn/report-medicare-fraud/>
3. <https://donotpay.com/learn/medicare-fraud/>
4. <https://donotpay.com/learn/health-care-fraud/>
5. <https://donotpay.com/learn/medicare-medical-fraud/>
6. <https://donotpay.com/learn/report-medical-billing-fraud/>
7. <https://donotpay.com/learn/upcoding-and-unbundling/>

Outline

H1: [Keyword] + *Something Creative*

The H1 must always contain the main keyword and address the problem the reader is having.

Examples:

- Think your medical bill is too high? DoNotPay can help you prevent CPT Upcoding!

H1 structure:

- Write a short intro (2–3 paragraphs) where you introduce the reader to the topic, aggravate the problem, and hint at the solution (DoNotPay > faster, more convenient, automated, less frustrating way for the reader to solve their issue).
 - Highlight the problems that stem from attempting to solve the issue yourself.
- Include as many of the mandatory links as close to the top of the article as possible
- **Include the main keyword in the first ~50 words of the intro and make sure to bold that sentence**

! The following H2s and H3s are examples/suggestions and serve to give you a general idea of the direction in which you can take your article. You DO NOT have

to use all of them and are ENCOURAGED to adjust the headings according to the topic and the results your research yields.

H2: What is CPT Upcoding?

- For keywords that contain “CPT Upcoding” or “CPT”
- Explain what it is and provide some examples
- Mention the False Claims Act

H2: What are Examples of Medicare Fraud?

- For keywords like “medicare fraud”
- Mention CPT Upcoding as an example or issues with CPT codes

H2: What are Examples of Health Care Fraud?

- For keywords that contain “health care fraud”
- Mention CPT Upcoding as an example or issues with CPT codes

H2: How to Recognize/Spot [Type of Fraud]

- Provide at least 3 examples of different types of fraud or a list of things one should look out for

H2: How to Report Medicare/Health Care/Medicaid/Medical Billing Fraud

- Include the steps (online, in-person, phone, mail, etc) and links to forms when needed
- For Medicare
 - Report to [Medicare](#)
 - Report to [HHS-OIG](#)
 - Report to [CMS](#)
 - Include others if you find
- For General Health Care
 - Report to State Department of Health
 - [FBI](#)
 - Report to Health Care Facility
 - Report to [HHS-OIG](#)
- Can include others for each type of fraud if you find better options

H2: Types of CPT Fraud

- Mention that the “The False Claims Act protects you from upcoding fraud, and DoNotPay will exercise this act to ensure you're protected.”
- Only use this H2 if keyword is about CPT codes in general
- Examples of [fraud](#)
 - Upcoding (focus on this since our product deals with Upcoding)
 - Unbundling
 - Inflating
 - etc

H2: Examples of CPT Upcoding

- Purpose of this is to help the reader understand what CPT Upcoding is
- Create a scenario if needed

H2: How to Report/Stop/Deal With CPT Upcoding

- Report to federal agencies, insurance company, hospital
 - [HHS-OIG](#)
- Use this [article](#) as an example

H2: How to [Keyword] by yourself/on your own

Examples:

- How to find the correct CPT code and write a demand letter for bill correction by yourself/on your own

💡 Think of something creative, adjust the H2 to your topic, and use a keyword variation if possible. The main idea here is to convey how the reader would find/do/solve their problem *on their own*. We use this to set up DoNotPay later in the article as a more efficient solution.

This section is arguably the most important piece of the article.

It should be incredibly straightforward, and your writing should reflect that. Show them the step-by-step procedure to solving the problem themselves. Feel free to make use of additional H3's if there are different ways to solve the problem the reader has.

Do your research and focus on the official, standard procedure(s) for solving a [keyword] problem/issue. If possible, subtly highlight how complex, tedious, and painful it can be.

H2: Next steps for [Keyword] if you can't do it yourself

Example:

- Next steps for finding the correct CPT code and writing a demand letter for bill correction if you can't do it yourself

In this section, you will explain any next steps that the reader can take if the DIY method mentioned in the previous section does not work. Be specific and detailed.

You should also stress how frustrating and lengthy this process can be but reassure the reader that there is an alternative solution.

H2: Solve the [Keyword] with the help of DoNotPay

Example:

- How to find the correct CPT code and write a demand letter for bill correction with the help of DoNotPay
- **Mention the Sue Now product** - If the issue hasn't resolved, reader can use DoNotPay's **Sue Now** product to begin a small claims lawsuit against the hospital/health care provider

✅ This is where you introduce DoNotPay as the **perfect solution** to the reader's problem. Highlight the frustrations with the DIY Method, as well as the fact that DoNotPay makes the entire process super easy.

This is where you need to **aggravate the problem**. Talk about the main issues of trying to reset your password and the common problems most people face.

How to find the correct CPT code and write a demand letter for bill correction using DoNotPay:

If you want to find the correct CPT code and write a demand letter for bill correction but don't know where to start, DoNotPay has you covered in 5 easy steps:

1. Search Fight Medical Fraud on DoNotPay.<p></p>
2. Tell us the date of your visit, what you were treated for, and where you were treated.<p></p>

3. Let us know what CPT code your visit was filed under. If you don't know, we'll generate a letter for you to send to your physician to request the code.<p></p>
4. Choose the correct CPT code or let us know if you want us to find it for you.<p></p>
5. And that's it! DoNotPay will automatically find the correct CPT code for your visit if you don't know it and then generate a demand letter on your behalf to send to your physician for a bill correction.<p></p>

 Here's the Notion link if you want to learn more about DoNotPay's Product for this problem:

<https://www.notion.so/Copy-of-CPT-Upcoding-Prevention-cfc1393df52d4966a2affd1d82958868>

H2: Why Use DoNotPay to solve the [Keyword]

This is the angle you want to take with ALL your articles, given that the appeal of DoNotPay's product comes from the fact that it's:

✓ **Fast**—You don't have to spend hours trying to solve the issue

✓ **Easy**—You don't have to struggle to fill out tedious forms or keep track of all the steps involved in solving your problem

✓ **Successful**—You can rest assured knowing we'll make the best case for you

! **Tailor these value propositions to the topic you are writing about.**

H2: DoNotPay works across all companies/entities/groups with the click of a button

In this section, you want to emphasize that it's not just this company, group, or individual DoNotPay can help you with. In fact, DoNotPay can help you resolve the issue with many different entities

e.g.,

- DoNotPay can help you get the correct CPT code in Kentucky the same way it could for California.

💡 If necessary, here's a good place to insert any mandatory links you have remaining. Explain to the reader that DoNotPay is a hub for solving your problem if you don't get what you deserve.

H2: What else can DoNotPay do?

Solving this problem is just one of many things DoNotPay can help your readers with. This H2 is an excellent opportunity to introduce the readers to other content series.

Some content series that you could link to include:

- <https://donotpay.com/learn/advance-health-care-directive/>
- <https://donotpay.com/learn/file-a-complaint/>
- <https://donotpay.com/learn/help-with-bills/>
- <https://donotpay.com/learn/request-sick-leave/>
- <https://donotpay.com/learn/small-claims-court/>

The idea is to keep people interested even after they've solved the problem they had when they first found us, to ensure they stay subscribed to DoNotPay for as long as possible. The best way to do this is to introduce other features/products DoNotPay offers.

This doesn't need to be anything too fancy. You can simply list out what DoNotPay can do for them (bulleted list) and link each item in the list to the related category on the DoNotPay website.

Keep this section short—maximum 100 words. Feel free to mix and match the items in the list depending on the topic you're writing about, and make sure to rephrase the list items and switch up the list order between articles to avoid self-plagiarism.

Additional H3s you can use if you need to reach the word count

While researching your topic, pay attention to the People Also Ask section in Google. You can also use [Answer The Public](#) for inspiration for additional questions to address. If you believe the reader will benefit from the answer to those questions, you can include them as H3s throughout the article (where appropriate) or create an FAQ H3 that provides answers to several of these questions.

- Is Upcoding illegal?
- Do I need an attorney to stop upcoding?

If you opt for the FAQ section, write an H2 and an intro sentence or two first, then write down each question as a separate H3. Provide concise, clear, to-the-point answers to these questions in two to three sentences.

 You can use this section to other mandatory internal links that you're missing, as well as add internal links to other articles in the content series.