

Small Practice Management Thriving in the 21st Century

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[www.adultmedicine.com/presentations/
small-practice-mgmt](http://www.adultmedicine.com/presentations/small-practice-mgmt)

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Remember when ...



Marcus Welby, MD

How to keep your practice profitable and enjoyable
Suggestions to help you thrive in 2004

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Suggestions

Income

extra revenue sources

Overhead

suggestions to cut your overhead

Time

tips to save time and effort

Stress

suggestions on how to
prevent a little stress

Mechanics

a few ideas to help with office operation

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Overhead

Transcription
time to go digital



Digital Portables

Olympus 330
\$160 5 hours, 5 folders, compressed file
Off-Load by USB Wire not Smart Card

USB port

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Overhead

Digital Dictation Service Providers

- UnlimitedTranscriptions.com
- Doctor:Dictate!.com
- Medical Transcription.com

List at

Yahoo>business>health>medical_transcription
TranscriptionGear.com

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Transcription Equipment

TranscriptionGear.Com - Netscape

Have Questions?
Call Toll Free 888 834 2392

Looking for Brand Name Products?
We Have Them All Right Here!

WoW!

For as little as 10¢ a minute you can provide your clients Toll Free call in Dictation!

This is so easy. And it sounds great too.

idigital™ is designed just for you. We provide state-of-the-art digital dictation with toll-free telephone service in your state. At your service.

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Customer Care

Have Questions? Need Information? Freshman Free

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Digital Dictation

dictate → Transfer to computer then send via the Internet

- Return 1 day, ★ 6-12 cents per line
- No office space or equipment for transcription
- No personnel issues like hiring, payroll, benefits, coverage if out, training
- Better quality sound and transcription
- Works well with voice-to-type software

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Cell Phone as Pager

1. \$50 / 1,000 minutes or per month vs. 25¢ / page or e.g. \$180 / mo
2. Store all your phone #
3. Caller ID
4. Auto-forward
5. Text Messages & E-mail to phone
6. Change recorded message in seconds
7. Why carry both pager & phone

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Overhead

Claim Clearing House
e.g. GatewayEDI

11¢ per HCFA claim sent via the Internet
vs 37¢ stamp for snail mail
vs up to \$5 / claim
for interface & large corporation system

Print-to-File can be ideal way
to easily and inexpensively transfer your data

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Print to File

How to let what you print easily transfer the data to a database

How to let what you print be easily stored or sent with an e-mail

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Print to File

If you can print it, you can also make it a digital file

Digital files can link up with other programs

Your **text** data can automatically fill in a database or spreadsheet

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Print to File-- Uses

- ◆ Send your claims to a clearing house
no interface needed
- ◆ Save your 10 page spreadsheet digitally
- ◆ Query your database then e-mail the report

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PRINT TO FILE ← send / store print

Three key points for printing

- 1) specific to a chosen printer
- 2) should use printer port LPT1
- 3) must be generic text printer to transfer text

Print To File – command prompt

- ◆ Select printer then click print to file option
- ◆ Go to DOS prompt (in Windows>Accessories)
- ◆ Enter the command PRINT and file name e.g.

```
C:\>print report.prn
```

if you can print it, you can **save it, send it,**
or **pull the text data into another program**

Hard Hat Area – Print to File

- ◆ Requires generic text printer
- ◆ File should have extension **TXT** or **PRN**
- ◆ Convert text-to-columns with the tool in your word processor then transfer table to database or spreadsheet

Overhead

Benchmarks

| | | |
|----------------------|---|---|
| Rent e.g. 5% | Lab | Stamps Paper Toner / Copy Machine |
| Utilities | Meds | Insurance |
| Staff e.g. 22% | Transcription | Phones e.g. 1.3 % |
| Software Hardware | <input checked="" type="checkbox"/> <u>total monthly overhead / doctor</u> <input checked="" type="checkbox"/> total collection / doctor <input checked="" type="checkbox"/> % collected after discount | |

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Stress Prevention

Phones

- No phone service at noon hour or day off
- No voice mail for incoming receptionist calls
- Voice mail to back line for simple replies
- 1 incoming line not 3 *when needed*
- Incoming phone line busy *when needed*
- >> Patients do the leg work for
 - PA (prior authorization) for meds
 - PA for procedures
 - Schedule their own referral appointments

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Stress Prevention

- Backup for Nurse and Receptionist

Cross Train !!

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TIME Savers

- ☑ wireless pocket phone
- ☑ call prescriptions to voice mail
- ☑ refill meds prn X date
- ☑ test order sheet
- ☑ everyone has a computer
and every station can schedule

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TIME Savers

Message Form

if it's not written, it didn't happen

paper benefits

take message with 1 hand
get all the needed info via form to complete
easy to pass along to other staff

www.adultmedicine.com/forms (for examples that work well for me)

digital system (e-mail) better if headset
so both hands can work keyboard

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TIME Savers

Auto-Text with MS Word

the key to quick data entry

- 1) Imagine a 3 page physical dictated in 30 seconds
- 2) No more letterhead to buy
- 3) Add your signature from your computer

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AUTO-TEXT -- the key to quick data entry

- 1) just memorized phrases or pictures
- 2) pastes in with two key strokes
type name for the copied information -e.g. 1
then hit the **F3** key
- 3) works for anything you can highlight
pictures-- logo
signature
entire normal exam or review of systems
field to add something like date
entire page with pictures, tables, text boxes

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AUTO-TEXT *examples to be shown*

1. full physical
2. header for notes
3. full letterhead—no special paper to buy
4. signature insert
5. bookmarks to jump from top to bottom—
Control-F9 to insert F11 to jump
6. calculated fields automatically add dates
7. med sheet
8. fax sheet

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Auto Text Example

Template file 1 Memorized Phrase group 1
 Template file 2 Memorized Phrase group 2
 Template file 3 Memorized Phrase group 3

Insert can be from any of the three files

list to chose from can be any one or all of the files

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Time Savers

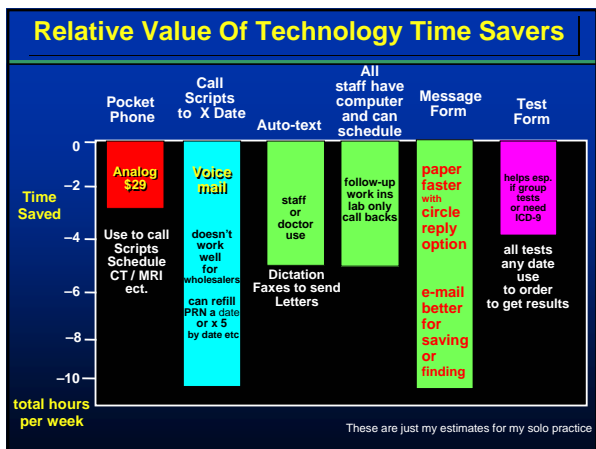
Fax directly from word processor

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TIME Savers

Let everyone in the practice be able to easily schedule an office visit for an established patient

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MECHANICS

Patient Mix— new patients **upon prior approval**

HIPAA release – form and on registration sheet include patient e-mail and permission to discuss with family
redo copy of insurance cards **yearly**

Convert paper to digital format – SCAN / FAX
e.g. Fax records to computer then print later with laser printer
e.g. scan Insurance Cards
e.g. incoming faxes go to computer

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MECHANICS

Patient E-Mail

How to get paid

- 1) get paid by webpage notice and only send message from page
- 2) advanced arrangement--*boutique practice*
- 3) Auto-reply to incoming message

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MECHANICS

Patients Sending E-Mail

Encryption

- 1) patients operate at a very basic level
- 2) direct e-mail from desktop computer better ?
- 3) incoming message— HIPAA requirements?
should incoming message be encrypted?

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Passwords

1. Try 1st letter of every word in a sentence
2. and include a number
3. a character that needs 2 key strokes like ?
4. And at least 8 characters

eg: How Do You Do 5 Things At Once?
HDYD5TAO?

MECHANICS

Network Security

- | | |
|---------------------------------|--|
| 1. BIOS (bootup) password | 5. Hide file property |
| 2. Network & Program password | 6. Server in lockable room |
| 3. No guest passes | 7. Wires only in office |
| 4. Only share required programs | 8. Firewall Virus scanner Router |

Pre-employment Background Checks – **WEB DETECTIVE**

- www.PublicRecordsSources.com
- www.ChoicePointOnline.com
- www.CrimeTime.com/online.html
- PACER (pacer.psc.uscourts.gov)
- www.USInformatonSearch.com
- www.PreemploymentScreening.org
- www.Web-Detective.com
- www.USSearch.com

Income

Stop those NO Shows

- 1) call 2 days pre-visit
- 2) **ask for call back to confirm**
- 3) open slot if no confirm
- 4) call 1 hour after NO SHOW

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Income

Revenue Enhancement

e.g. 1) Liquid Nitrogen and Cryotherapy
 2) Medicare Allowed Screening Tests

| | |
|-------------------------------|---------------|
| Pap Collection Q0091 / v76.2 | Every 2 years |
| Pelvic G0101 / v76.2 | Every 2 years |
| Prostate Check G0102 / v76.44 | Every 1 year |
| Stool Guaiac G0107 / v76.51 | Every 1 year |

3) Extender (PA) – job share?
 Pay by hour or % of their collections ?

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Suggestions

| | |
|--|---|
| <p><u>Income</u></p> <ul style="list-style-type: none"> • New Revenue Sources • No Shows <p style="text-align: center;"><u>Stress Preventers</u></p> <ul style="list-style-type: none"> • Telephone • Prior Authorizations <p><u>Time Savers</u></p> <ul style="list-style-type: none"> • Pocket Phone • Message Form / digital version • Auto-Text • Voice Mail for Scripts refill x 1 year • All staff can schedule office visit | <p><u>Overhead Reduction</u></p> <ul style="list-style-type: none"> • Digital Dictation • Clearing House • Print to File <p><u>Operational Mechanics</u></p> <ul style="list-style-type: none"> • Network Security • Scan Paper • Internet Pre-employment • Cell Phone Pager • E-Mail to Patients |
|--|---|

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Solo vs. Small Practice

I made a conscious decision to stay solo

- ◆ Like to do things my own way
- ◆ Like full flexibility
- ◆ Better control work and stress and all aspects of practice

I missed out on some revenue and benefits of extender, office lab, office xray, group health plan, some pension options & deferring all headaches to office manager

So What about the Future

Do we all invent the wheel?
Remember the Dinosaurs—they couldn't change



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Do More with Less**

Technology & Efficiency

Manage Increasing Complexity and Increasing Information



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Questions -- Comments

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