



DVD ORDER FORM

check box to order	Program Title	Length in Minutes	Amount
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BILLING and COLLECTIONS

- | | | | |
|--------------------------|--|----------------------|----------|
| <input type="checkbox"/> | Revenue Cycle Management: Don't Leave Money on the Table
Speaker: Elizabeth Woodcock | 2.0 AAPC CEUs 65 min | \$ 99.00 |
| <input type="checkbox"/> | CPR for Your Revenue Cycle
Speaker: Deborah Walker Keegan | 90 min | \$149.00 |
| <input type="checkbox"/> | Benchmarking Your Revenue Cycle
Speaker: Elizabeth Woodcock | 2.0 AAPC CEUs 45 min | \$ 79.00 |
| <input type="checkbox"/> | Best Practices in Denial Management
Speaker: Elizabeth Woodcock | 80 min | \$129.00 |
| <input type="checkbox"/> | Patient Collections in the Era of Consumer-Directed Health Care
Speaker: Elizabeth Woodcock | 2.0 AAPC CEUs 60 min | \$ 99.00 |

<input type="checkbox"/>	BILLING and COLLECTIONS	all DVD titles in this series	\$ 475.00
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PATIENT FLOW

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|--------------------------|---|--------|----------|
| <input type="checkbox"/> | Implement EHR the Right Way: Change Physician Work and Patient Flow
Speaker: Deborah Walker Keegan | 60 min | \$ 99.00 |
| <input type="checkbox"/> | The Efficient Physician
Speaker: Elizabeth Woodcock | 95 min | \$149.00 |
| <input type="checkbox"/> | Best Practices in Managing Appointment No-Shows
Speaker: Elizabeth Woodcock | 45 min | \$ 79.00 |

<input type="checkbox"/>	PATIENT FLOW	all DVD titles in this series	\$ 275.00
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STAFF

- | | | | |
|--------------------------|---|--------|----------|
| <input type="checkbox"/> | Customer Service that Rocks
Speaker: Elizabeth Woodcock | 45 min | \$ 79.00 |
| <input type="checkbox"/> | Staffing the Medical Practice for Optimal Performance
Speaker: Deborah Walker Keegan | 50 min | \$ 79.00 |
| <input type="checkbox"/> | Front Office Training: It All Starts Here!
Speaker: Elizabeth Woodcock | 60 min | \$ 99.00 |

<input type="checkbox"/>	STAFF	all DVD titles in this series	\$ 225.00
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MASTERS' SERIES

- The Economic Tsunami
Speaker: Elizabeth Woodcock 2.0 AAPC CEUs 75 min \$129.00
Are You Ready for the Perfect Storm? Align Your Practice with the Changing Healthcare Environment
Speaker: Deborah Walker Keegan 50 min \$ 79.00
Physician-Hospital Integration: Making it Work!
Speaker: Deborah Walker Keegan 60 min \$ 99.00
Physician Transition Plans: Compensation for Physicians in Part-time, Slowdown and Similar Status
Speaker: Deborah Walker Keegan 60 min \$ 99.00

MASTERS' SERIES all DVD titles in this series \$ 325.00

ENTIRE LIBRARY - 15 DVDs \$1,195.00

Table with 2 columns: Description, Amount. Sub-total, Shipping and Handling: \$ 14.00, Total.

3 Easy Ways to Place an Order

- 1 Fax: 404.373.9867
2 Email: Elizabeth@elizabethwoodcock.com
3 Mail: Woodcock & Associates, 428 Emory Drive, Atlanta, GA 30307

Order will be shipped within 5 business days; payment terms are net 30

Form fields for First name, Last name, Title, Practice/Organization, Street, City, State, Zip code, Phone, Fax, Email, Offer code.

(Invoice and shipping confirmation will be sent to this address)

DVD PROGRAM DESCRIPTIONS

BILLING and COLLECTIONS

Revenue Cycle Management: Don't Leave Money on the Table - Woodcock **65 minutes** **\$99.00**
 2009 brings a host of challenges in revenue cycle management. A new Presidential administration, consumer-directed health care, and the uninsured are all having an impact on your revenue cycle. To help you with these challenges, this fast-paced and succinct session will focus on ten proven ways to enhance your revenue cycle. The speaker will provide a precise and detailed roadmap for strategies related to the pre-visit, time-of-service and post-visit collection processes, as well as denial prevention and management strategies. Invest 65 minutes, and you'll be armed with a performance improvement initiative you can implement immediately. This DVD – to include the pre- and post-test -- has prior approval of the American Academy of Professional Coders for 2.0 Continuing Education Units*. Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.

Bonus material: Pre- and Post-Test Business Office Audit; State Prompt Payment Laws; Sample Appeal Letter; Participation Options for Medicare; Practice-Payer Relations; and Business Office Incentive Plans

CPR for Your Revenue Cycle - Walker Keegan **90 minutes** **\$149.00**
 Diagnose and treat your revenue cycle and collect every cent that is due your practice! Based on the second edition of their best-selling book, The Physician Billing Process: 12 Potholes to Avoid in the Road to Getting Paid by Walker Keegan, Woodcock & Larch, this action-packed program examines expected performance benchmarks in eight key billing functions. Learn "best practices" in point of care collections, charge capture and charge entry, claims submission and edits, payment posting, account follow-up, denial management, reimbursement management and patient collections. Recognize the limits of benchmarking and how data can be "gamed". Discover the reasons for low collections and take action to ensure that your practice has a healthy bottom line!

Benchmarking Your Revenue Cycle - Woodcock **45 minutes** **\$79.00**
 It's not good enough to hope for the best at the end of the year. To maximize your revenue, you need to calculate, benchmark, and analyze key revenue cycle performance indicators. You will learn what to measure, how to measure it, get benchmark data by specialty for all aspects of the revenue cycle, and understand what's influencing performance in 2009. In addition to performance indicators, such as days in A/R, the program highlights denial rates and billing office costs. From performance to cost, learn all you need to know about your revenue cycle. This DVD - to include the pre- and post-test -- has prior approval of the American Academy of Professional Coders for 2.0 Continuing Education Units*. Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.

Bonus material: Pre- and Post-test; Business Office Audit; Denial Tracking Form; State Prompt Payment Laws

Best Practices in Denial Management - Woodcock **80 minutes** **\$129.00**
 Is your desk swamped with denials from insurance companies? Learn everything your practice needs to know to maximize your insurance collections performance. Get on top of it, and get paid. Discover the top reasons for denials and open claims, how to avoid them in the future, and how to get them paid if you can't avoid them. This training session focuses on improving accuracy on the front-end, denial management, and effective appeals processes. Discover how organization, prioritization, and a bit of gumption can get your claims paid. This program includes sample appeal letters proven to be successful.

Bonus Material: Sample Appeal Letters on Medical Necessity, Retroactive Reversal of Authorization, Coding, Bundling, ERISA Plan/ Open Claim, Prompt Payment, and Open Claim; State Prompt Payment Laws

Patient Collections in the Era of Consumer-Directed Health Care - Woodcock **60 minutes** **\$99.00**
 In the era of consumer-directed health care, more financial responsibility is in the hands of the patient -- and it's up to you to collect from them. Learn everything your practice needs to know to maximize your patient collections performance. By learning from "best practice" trends and real-world examples, improve your bottom line. Discover how pre-visit processes can improve collections and how to structure them, how to improve time of service collections and eliminate billing altogether, tips for improving patient collections after the service is complete, and advice for holding your collection agency accountable. You'll walk away with "best practice" ideas on how to collect from the patient! This DVD - to include the pre- and post-test -- has prior approval of the American Academy of Professional Coders for 2.0 Continuing Education Units*. Granting of this approval in no way constitutes endorsement by the Academy of the program, content or the program sponsor.

Bonus material: Patient Collections Fact Sheet, featuring advice on financial hardship, discounts, bad checks, collection letters, collection calls, filing 1099s, "Paid in Full", summary of websites, and sample credit worthiness policy

DVD PROGRAM DESCRIPTIONS continued

PATIENT FLOW

Implement EHR the Right Way: Change Physician Work and Patient Flow Length

Walker Keegan

60 minutes

\$99.00

Has your EHR implementation failed to deliver? Or are you planning to implement EHR soon? You have until January 1, 2012 to take advantage of stimulus funds for EHR, so don't delay! This program will help you ask and answer the "right" questions to ensure successful implementation of the EHR into the patient flow process. Learn to use EHR to change practice style, communication methods, business processes, staffing models, and the physician-patient encounter itself. Learn how to plan for electronic inboxes and leverage EHR tools. By aligning EHR and patient flow you can better meet the needs of both your physicians and your patients!

The Efficient Physician - Woodcock

95 minutes

\$149.00

Are you in the fortunate position of being swamped by patients? Although it's fantastic to be busy, you may be overwhelmed – you just don't have enough hours in the day to see all of your patients. In just 95 minutes, you'll learn more than a dozen proven tactics to improve your efficiency. Based on Woodcock's best-selling book, Mastering Patient Flow, this presentation features tactics to get a grip on telephone calls; train your staff to prepare for every encounter; avoid batching work; create the ideal workspace for you; and handle the "oh, by the ways..." Perfect for the practicing physician – and managers and staff supporting one -- discover strategy after strategy for creating an efficient practice – while still leaving your patients with a smile.

Bonus Materials: Articles on Using Fill Rate to Measure Access in a Medical Practice; Missed Appointments = Missed Opportunities; The Emotional Side of No-Shows; Sharpen Your Prescription Practices; Preparing for the Visit: Your Key to Efficiency and Productivity; Are You Efficient; The Oh, By the Ways; Tips for the Patient Encounter

Best Practices in Managing Appointment No-Shows - Woodcock

45 minutes

\$79.00

If appointment no-shows plague your practice, this may be the best 45 minutes you've ever spent! Learn dozens of proven strategies to manage appointment no-shows, to include charging patients when they fail to keep their appointment, implementing modified wave scheduling, and starting a "virtual doctor" schedule. Discover ways to prevent no-shows from happening altogether by learning ideas gleaned from medical practices which enjoy a low no-show rate. Perfect for any physician or manager, your head will be spinning with all of the great ideas from this course!

Bonus Materials: Missed Appointments = Missed Opportunities; The Emotional Side of No-Shows; Wave Scheduling

Customer Service that Rocks! - Woodcock

45 minutes

\$79.00

Perfect for training staff at all levels, this 45-minute session opens with a lesson in service - very bad service. You can't help but laugh at the horrendous service this practice provides, but the humor leads to insights as the speaker shows you 25 proven techniques to ensure top-notch customer service in your medical practice. Complete the program with a fun crossword puzzle included to ensure viewers take these valuable lessons to heart. This fast-paced, high-energy session on improving service can be the perfect addition to your next staff meeting, a training refresher, or new employee orientation.

Bonus material: Crossword Puzzle (with answers)

STAFF

Front Office Training: It All Starts Here! - Woodcock

60 minutes

\$99.00

The operations of your front desk are critical to optimize patient service and patient flow. Perfect for your next front desk staff meeting, this training program features collections at the time of service, making appointment reminder calls, registering and scheduling the patient, greeting the patient, and arriving the patient effectively. Peppared with great ideas to improve customer service, get hints for managing the patients' waiting time in your reception area. Fast-paced and educational, this is the training video you've been waiting for!

Bonus Material: Great Phone Tips ...make telephones work for you; Positive Response Sets; Vocal Charades; Say What?; Vocal Qualities

Staffing the Medical Practice for Optimal Performance - Walker Keegan

50 minutes

\$79.00

Do you have the right staff? And are they doing the right things? In this program you will learn to answer each of these questions as you examine your staffing from a data perspective involving benchmarking and staff workload ranges, and from an operations perspective involving your staffing deployment model and your work processes. Based on the best-selling book Rightsizing: Appropriate Staffing for Your Medical Practice by Walker and Gans, discover the important relationship between staffing and practice profitability. Learn innovative staffing models that are used in today's high performing practices and develop a "care team that is caring" for your medical practice!

DVD PROGRAM DESCRIPTIONS continued

The Economic Tsunami - Woodcock

75 minutes

\$129.00

The nation's economic crisis, a new Presidential administration, consumer-directed health care, and the uninsured are all making an impact on your medical practice. Meet these challenging times head-on with a high-energy, high-impact presentation designed to give you the knowledge you need to actually thrive in these turbulent economic times. Get practical solutions you can put into action to contain costs, improve patient flow, prevent payment denials, and find overlooked coding opportunities. There's no better time than today to start improving your practice management skills! Peppared with strategies to meet the economic crisis head-on, this session gives you tips to enhance your practice's bottom line.

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Bonus material: Pre- and Post-test; Analyzing your Practice's Fill Rate; Missed Appointments = Missed Opportunities (30 tips to reduce no-shows); How to – Legally – Code Based on Time; Understanding and Identifying Payers' Underpayment Tactics; Denial Tracking Form; State Prompt Payment Laws; Sample Appeal Letter; Business Office Audit; Cost-containment Strategies

Are You Ready for the Perfect Storm? Align Your Practice with the Changing Healthcare Environment

Walker Keegan

50 minutes

\$79.00

Understand the major change drivers in the healthcare reimbursement environment and the impact of these changes on strategic goals and day-to-day operations for your medical practice. The speed and magnitude of changes in financing, health plan products, delivery systems and processes are real. Be sure you are taking the necessary steps to position your medical practice for future success. This program brings to life an award-winning article written by Deborah Walker Keegan which has received wide acclaim!

Physician Transition Plans: Compensation for Physicians in Part-time, Slowdown and Similar Status

Walker Keegan

60 minutes

\$99.00

With 19% of today's physicians working part-time, it is important to develop a transition plan for your medical practice so that both the physician and the practice can plan. Is physician transition a "right" or is it a "privilege"? In this program you will be challenged to develop your philosophy and approach toward physicians in transition. Learn the three phases of transition plan development and understand the impact transition has on governance, on-call schedules, income distribution, and physician compensation. Based on the best-selling book "Physician Compensation Plans: State-of-the-Art Strategies" by Johnson and Walker Keegan, sample transition plans are presented and discussed so that you learn the key areas that need to be addressed as you craft a transition plan that is right for your practice!

Physician-Hospital Integration: Making it Work! - Walker Keegan

60 minutes

\$99.00

New delivery system models that consist of closer collaboration and networking between hospitals and physicians are currently in play. Learn the driving forces for these structures, including the shift to value-based reimbursement, and the benefits of these models for both hospitals and medical practices. Understand today's integration models that range from hospital employment to clinical integration to expanded hospitalist forms. Determine the "best fit" for your organization and learn 10 keys to competitive advantage and integration success!

*Note that the CEUs include a pre-test and a post-test, valued at 1.5 CEUs. The viewer must submit his/her test responses, and achieve a score of 70 percent or higher. After grading, the viewer will receive the graded test, the answer key and, if applicable, the certificate for the additional 1.5 CEUs.