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2010 Presentation Topics

The Economic Tsunami *Surviving and Thriving in 2010*

The nation's economic crisis, health care reform, 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 general session 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! Peppered with strategies to meet the economic crisis head-on, this session gives you tips to enhance your practice's bottom line.

Take this session's tactics back to your practice to:

- Capture overlooked coding opportunities
- Improve efficiency and patient flow
- Reduce no-shows
- Contain costs
- Establish patient financial clearance protocols
- Improve time-of-service collections
- Enhance patient collections
- Prevent and manage denials
- Monitor payments

- Better your bottom line!

Time: 60 to 180 minutes

Audience: Management and physicians.

Mastering Patient Flow

Applying Lean Thinking To Improve Your Practice Operations

As reimbursement declines and costs escalate, there's no better time than today to focus your efforts on your practice operations. This session features best practices on improving patient flow, to include the front desk, telephones, scheduling and clinic. By applying the concepts of lean thinking, you'll learn the basics of improving your operation and hear examples of applications that work. Peppered with ways to enhance customer service during your initiative, this session is not to be missed by anyone interested in increasing patient encounters while simultaneously improving customer service. Included in this action-packed session is an action plan for you to commence your performance improvement initiatives upon your return to the office.

Time: 60 to 90 minutes

Audience: Management and physicians.

Front Desk Training

It All Starts Here!

The operations of your front desk are critical to optimize patient service and patient flow. Perfect for all your front desk staff, this training program features collections at the time of service, making the "perfect" appointment reminder call, greeting the patient, and arriving the patient effectively. Also, get hints for managing the patients' waiting time in your reception area!

Time: 60 minutes

Audience: Front desk staff and management.

The Efficient Physician

Your time is your most valuable asset. It's what patients want and insurers reimburse for, but it's finite. Are you optimizing the time you make available for patient care? Efficient workflow isn't natural, it's learned. Understand how to be a successful, practicing physician by optimizing your greatest asset -- your time. Discover tactics to:

- Get a grip on telephone calls;
- Train your staff to prepare for every encounter;
- Avoid batching work;
- Start on time; and
- Handle the "oh, by the ways..."

Come learn strategies for creating an efficient physician -- **you!**

Time: 60 to 180 minutes. Note: A similar program called "The Efficient Practice" can be conducted for an audience of managers and physicians.

Audience: Physicians.

Benchmarking Your Revenue Cycle

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 2010. 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.

Time: 60 to 90 minutes

Audience: All persons interested in improving the revenue cycle in a physician practice

Stimulus Package: Get Paid to Implement an EMR

On December 30th, the government delivered the interim final rule governing the “meaningful use” definition. The Centers for Medicare and Medicaid Services (CMS) revealed the required elements for a physician to qualify for the American Recovery and Reinvestment Act (ARRA) stimulus funding.

Are you prepared to access the federal stimulus funds designed to modernize healthcare technology? With the program only months away, you need to understand the criteria to be a “meaningful user.” Patient access and communication are the cornerstones of the new criteria. Discover what objectives and measurement CMS proposed – and what it will take for your physicians to qualify.

Time: 45 to 75 minutes

Audience: All persons interested in the government ‘stimulus’ package

Revenue Cycle Management

10 Proven Ways to Enhance Your Revenue Cycle

2010 brings a host of challenges in revenue cycle management. Health care reform, 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 XX minutes with us and you’ll be armed with an action plan to apply in your own practice, with the focus being performance improvement initiatives you can implement immediately.

1. Learn how successful practices handle patient collections
2. Implement pre-visit collection processes
3. Determine strategies to prevent denials in the first place

4. Recognize how to best manage denials for your practice
5. Create an action plan to improve revenue cycle management

Time: 90 to 120 minutes

Audience: All persons interested in improving the revenue cycle in a physician practice

Maximizing Patient Collections in the Era of Consumer-Directed Health Care

In the era of consumer-driven health care, more financial responsibility is in the hands of the patient -- and it's up to you to collect from them. Industry research reveals that more than 80 percent of self-pay bills are never collected, and more than 50 percent of patient responsibility after insurance ends up as bad debt as well. Come to this seminar to avoid bad debt sinking your practice into real debt. 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.

Time: 60 to 90 minutes. 90 minutes recommended. Can be combined with "Get What You Deserve" below.

Audience: All persons interested in improving patient collections in a physician practice, including billing manager, front office manager, office manager, and physicians.

Don't Leave Money on the Table *How to Improve Insurance Collections*

Learn everything your practice needs to know to maximize your *insurance* collections performance. From open claims to pended claims, find out how to get them paid. We'll focus 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.

Time: 60 to 90 minutes. 90 minutes recommended. Can be combined with "From Pennies to Riches" above.

Audience: All persons interested in improving insurance collections in a physician practice, including billing managers, front office managers, office managers, billing staff, and physicians.

Managing your Telephones

If you are frustrated by your telephone operations, this is the presentation for you. Learn how to reduce interruptions without compromising patient service, depending on technology, or hiring more staff. You'll understand how to perform an analysis of your phones with sample tracking forms and worksheets you can take back to use in your own practice. Next, discover the root causes of your phone problems - and how to fix them. You'll walk away with a practical action plan to turn your telephones into your best friend!

Time: 60 to 90 minutes

Audience: Management, staff, and physicians.

Appointment Scheduling and No-Show Management

Are your patients constantly complaining that they can't get into see you? Is everyday a desperate attempt simply to hold the wait times down to a "reasonable" amount of time? Do you just "squeeze in" patients with urgent needs? Learn new methods for scheduling appointments and managing your appointment no-shows. From modified wave scheduling to open access, this is the program for you if you need help in scheduling.

Time: 60 to 90 minutes

Audience: Management, staff, and physicians.

Managing Practice Overhead

Managing overhead isn't just about slashing costs. Sophisticated businesses use costs to drive revenue. Get all the facts on reducing and managing your practice overhead. You'll learn how to calculate overhead, compare yours to the industry norms by specialty, and get an MBA-level understanding of business costs. Also, discover 25 creative and proven methods used by other practices to cut expenses.

Time: 60 minutes

Audience: Physicians, administrators, managers

How to Conduct an Operations Audit of Your Medical Practice

As expenses soar and reimbursement declines, this year is an opportune time to conduct an Operations Audit of Your Medical Practice. From management to staffing to finances, the speaker will methodically walk through all areas of your practice operations in order to demonstrate opportunities for improvement. Sprinkled with great benchmarking data, the presentation is summarized in a 10-page "take-away" audit form, ready to be used by your practice.

Time: 90 minutes

Audience: Management, including physicians involved in management of the practice

The Patient-Centered Practice

Creating the Practice of the Future Today

Optimizing the workflow of your medical practice operations is difficult -- if not impossible -- in many practices. Staffing and space concerns cause unwanted hurdles to practice efficiency. It's time to challenge the current structure; it's time to redesign your practice operations. This presentation provides the groundwork for you to learn about innovations that are propelling practices into levels of productivity and patient satisfaction that were once considered unachievable. Learn how to be the practice of the future -- now.

Time: 60 to 120 minutes

Audience: Management and physicians.

State of the Industry

The Challenges -- and Opportunities -- that Lie Ahead for Physicians in 2010

Learn how the dynamic and turbulent world of health care will affect physicians and their practices in 2010. Increasing competition from quick-access clinics and declining reimbursement are only a few challenges that physicians face in the coming year. This presentation covers the major emerging trends that can pose both opportunities and threats to physicians, including:

- Increase of consumer-directed health care
- Aggressive entrance of entrepreneurs into profitable areas of physician practice market
- Impact of Medicare cuts in 2010 by specialty
- Adoption of information technologies, to include the government's 'stimulus package' for implementing an EMR
- Growing prevalence of pay-for-performance plans
- Rising practice expenses

Can physicians rise to these challenges? How can you help them? You'll walk away armed with information and knowledge to be supportive of physicians as they face challenges and look to take advantage of opportunities in 2010.

Time: 60 to 120 minutes

Audience: Management of organizations interested in the medical practice industry