

TPR Spotlight

January, 2010



Dear Doctors & Staff,

Happy New Year to you all! As we are now in the New Year, it is so crucial that we all put our best foot forward in order to be compliant, efficient, effective and profitable in 2010. The articles included with this issue of the TPR Spotlight, you will find invaluable and very motivational information to help jump into 2010 with momentum and energy. We want to wish you all a successful 2010 and hope to see you at upcoming seminars this year.

How to Use eWellness to Educate Patients & Increase Practice PROFITS

What are your practice goals?? Possibly better educated staff, increasing patient education, increase of nutrition sales, improve marketing techniques, increase patient compliance, increase patient retention, save doctor time in explaining and answering questions, increase of referrals, better materials and hand-outs for patient reference, more patients with specific cases/conditions, etc...

There are many ways to successfully accomplish and achieve these goals, of course, and certainly more than one avenue that should be utilized while building and working toward them. However, to focus on one specific system that can be very easily implemented into your practice that without doubt, will touch on and improve each of the items listed above, is the eWellness System.

Having used the eWellness system personally, I can tell you with confidence that you can amplify many aspects of your practice. As an added bonus, the hard part is already done for you, such as; research, compilation and organization of data, ability to access data immediately, professional presentation of materials, etc.....**All you have to do is take advantage of what has been made available to you.** The following list outlines but only a few of the benefits and suggested forms of use for the eWellness System.

- 1. **Condition of the Month:** Can be posted in your office, made into brochures, newsletters, newspaper articles, reading material in specific areas of your office like reception area, footbath

In The Spotlight

[Utilizing Your Resources](#)

[Identity Theft Tips](#)

[Coming Soon...](#)

[Medicare Fee Cuts Delayed](#)

How Would You Like...

To have an ability and assistance if needed to calculate and monitor statistics?

To have immediate access to frequently asked questions and their answers?

To have access to current hot topics in the profession so you can stay ahead of the curve at all times?

To have easy access to your local professional organizations?

To have more access to informative webinars and podcasts?

To be able to communicate with like-minded

room...

2. Questionnaires: Can be posted to your website, used for promotional incentives, is additional support for documentation, can be used on exams & re-exams to help demonstrate patient improvement...

*Remember, these are filled out by the patient so you are able to provide a complete report to the patient based upon *their own* responses to specific questions AND the patients can keep their reports for future reference and sharing with family and friends!

3. Patient Fact Sheets: Contains helpful, at home steps for patients to learn to better care for themselves. Info such as Candida Diets, Liver Detoxing, etc are all in this section. People are reading and doing these things right now from steps they are finding in magazines and on the internet, if they know that YOU have the answers, they will come to YOU with the questions.

4. Health Concerns: Print off and hand out to new patients giving them the info on their own specific concerns or reason for becoming a patient, this is great reference material for patients after they leave your office, this can also be extremely helpful to reference during your Report of Findings. As patients mention family members specific concerns, YOU can provide info on the specific health concerns; as potential patients call and are uncertain about scheduling, YOU can provide them information on their specific health concerns.

There are, of course, many more features and functions of the eWellness System. I have just briefly noted a few of those for your reference. Not only is this system a great reference and educational material for staff and the doctor. It makes your practice look and feel like the expert of many, many health related topics. Hopefully, by now, you can see how eWellness can help the doctor(s), staff, patient and entire practice as a whole. You may even have ideas of your own to implement in the coming months.

For further assistance to you, I want to also offer a few helpful tips for implementation of the eWellness System or any other office system or procedure you may be considering. Even if your office already has eWellness but may not be maximizing it, you may likely benefit from reviewing these following steps:

-Training is Key: Training sessions can easily be set up so you may be guided through eWellness and it's features. This system should be trained and implemented as with any other procedure or system in your practice. *There is no professional team that would achieve their goal, without first learning and training the plays they will be performing....Why would you??*

-Know your objective/intended outcome: Everything we do must have a purpose or target. Without clearly defining this, we are shooting blindly into the dark. This must of course be shared with your team as you must all work together as a single unit to be most successful. With eWellness, this means that you first must determine what your own goals are and how you may most efficiently and effectively work toward those specific goals/objectives.

-Break it down: As with anything, too much at once can be overwhelming. There are so many avenues you can focus on with eWellness, you would be best served to focus on your immediate objective and priorities and first work to implement those and meet those needs. Other ideas and steps can be added as you feel comfortable and are better trained and prepared.

-Time Management: One of my favorite parts of eWellness is that it actually SAVES you time. Every single practice can benefit from eWellness and if time is a factor to you, I can assure you that there are ways to still begin to reap the benefits of this system without imposing on other systems in

professionals at your convenience?

To learn more about practice growth and development to aid in the streamlining and fine tuning of your systems/procedures?

To learn about financial management of not just your accounts receivables but also your payables?

Coming soon....the **ChiroNetwork**. Where you will find all of these features and many more.

This is an opportunity that you will not want to miss out on. Launching of this new program is just around the corner.

Medicare Fee Cuts Delayed

On Saturday December 19, the Fiscal Year 2010 Defense Appropriations Bill was passed which included a provision to delay the 21% decrease in Medicare reimbursement rates until March 1, 2010.

The Centers for Medicare and Medicaid Services (CMS) are currently preparing for changes to the fee schedule. Additionally, CMS has implemented a policy to hold claims for the first 10

your practice. With close evaluation you/we could easily determine how you may best benefit from the system features and possible uses.

NOW, MORE THAN EVER, PEOPLE WANT TO KNOW WHAT THEY CAN DO TO HELP THEMSELVES. THE MORE YOU CAN SHOW THEM THAT WHAT YOU HAVE IS A NECESSITY FOR THEM AND THAT YOU HAVE INFORMATION THAT IS CRUCIAL FOR THEM TO KNOW, THE MORE THEY WILL THINK OF YOU WHEN OTHER HEALTH AND WELLNESS NEEDS ARISE.

For more information, or to try a free 30 day trial, visit www.ewellnesssystem.com or call 866-271-8888.

Identity Theft Tips

by JoAnn Conner

Identity theft is the fastest growing crime in the world. Not only can it cause financial devastation, but the repercussions include health issues, criminal charges, and suspension or revocation of professional or drivers licenses.

While most people feel they take adequate precautions, the average American is in fifty-two data bases across the United States, and in some instances, in other countries where the laws regarding identity theft are not as strict. No matter how careful you are, no one is immune to the danger of identity theft.

However, there are a number of steps you can take to make you a less attractive victim:

- ASK! Why do they need your driver's license, social security number, address, etc. If it does not seem necessary, challenge the inquiry. In many cases, it is simply an ill-conceived policy that shows lack of awareness of privacy and security laws and their consequences.
- BE AWARE! Watch who is around you when you are using your credit or debit card, cell phone, Blackberry, or when you are working on a computer or with sensitive paperwork. Modern electronics can capture primary sounds or take pictures of documents in seconds. Half of the data breaches are still a result of mis-handling paperwork.
- DO NOT give information on the phone or via email unless you are certain of the company or person to whom you are speaking. Scare tactics are common with ID thieves. The IRS will not put money in your account if you answer a customer service survey and no legitimate entity will call to tell you that you missed jury duty, but they can stop the warrant for your arrest if you give them your social security number.
- BE CAREFUL with your debit card this holiday season. They are the "hot targets" for the thieves and can cause a lot of grief just when you want to enjoy family time.

business days of January (January 1 through January 15) for 2010 dates of service to help allow for a more smooth transition as fee schedules are being updated..

Be certain that you have reviewed your Medicare Fee Schedule for 2010 to insure that you are using the correct fees.

JoAnn Conner is a Certified Identity Theft Risk Management Specialist, a Group Security Specialist, and a Loss Prevention Specialist. She is an Independent Associate with Pre-Paid Legal Services and Identity Theft Shield. For more information or to ask a question, please email joannconner@prepaidlegal.com or call 530/544-7412.

We look forward to the coming year and are proud to be serving the Chiropractic and Wellness community.

Seminar schedules are now available at www.brimhall.com and new and exciting developments with Total Practice Resources are soon to be launched. Please stay tuned to future newsletters for information on all that is up and coming for 2010.

Sincerely,

Brandy Beeson
Total Practice Resources

2010 ChiroCode & Fee Analysis

If you haven't ordered your 2010 ChiroCode Deskbook, now is the time. Approximately 500 changes are in place now for 2010 and being abreast of current requirements are key to protecting your practice and building profitability.

It is also recommended that you review your fee schedule each year. 2010 Fee Schedule Analysis for your office zip code is also available. To request an order for please call Total Practice Resources at (303) 242-8901 or e-mail brandy_tpr@yahoo.com.

Pricing: 2010 ChiroCode Deskbook \$109 (TPR pays your S&H)

2010 Zip Code Analysis: \$49

Order both and save! Total for both: \$148