Kristi Hudson, CPCO

PRESENTATION CATALOG

5 Easy Steps to Run a More Efficient & Profitable Practice

1-2 HOURS

The dual responsibility of being a business owner and chiropractor can leave you feeling overwhelmed, exhausted and falling behind. Costs are going up. Reimbursements are down for certain services. Not to mention, the challenges with billing, coding, and compliance. Implementing 5 simple steps in your practice can help your practice and your team become more efficient, improve workplace satisfaction and stop wasting time on the things that don't have a positive impact on your practice.

1. Establishing a Solid Financial Foundation
   - Analyzing your financial infrastructure
   - Ensure long-term growth and success

2. Right People, Right Seat
   - How to hire the right person for the job.
   - Establishing a plan for success with your team.

3. What is measured improves
   - Measuring the right data to track business success
   - How do you know your business is doing well?
   - Empower your team to take ownership.

4. Standard Operating Procedures
   - Reduce errors and improve efficiency
   - Improve compliance and industry guidelines

5. New Marketing Mix
   - Review the tools you need to engage, attract, and keep patients happy
   - Take your practice mobile
   - Impact of Social Media

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed from demonstrative purposes.

7 Steps to a Compliant Financial Policy

1-2 HOURS

Explain what risk management has to do with your financial policy. There is now a greater risk of financial loss due to improper billing, coding, documentation and a faulty financial policy. Financial policies in Chiropractic are a major area of risk and the easiest for auditors and investigators to target. This presentation will review how the lack of a solid financial policy will put you at risk and review the steps to be sure that your financial policy covers all layers of rules and regulations.

1. Know Your Numbers
    - Do you know the cost of doing business?
2. Let's talk fees… or perhaps, let's don't!
    - How do you know what your fees should be?
    - Stop playing "Let's Make A Deal!"
3. Develop Your Fee System
    - Fees are not based on payer type or source of payment
    - Discounts based on contracts or agreements
4. Build Your Financial Policy
    - Keep it simple – Summarize on a single sheet of paper
    - Pre-Pay Plans and Time of Service Discounts
5. Keep It Current
    - Review your fees annually
    - Talking to provider services
6. Train Your Staff
    - Put policy in writing
    - What you measure, improves
7. Things to Avoid
    - Eliminate improper coding
    - Legal and financial implications when discounting improperly

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

Business Ethics: Chiropractic Issues and Case Studies

2 HOURS

This presentation deals with business ethics as it directly relates to the chiropractic office. Small business owners are increasingly being held responsible and accountable for their ethical behavior. Practices have learned that the costs of unethical actions can be high, both legally, and from the perspective of the image and reputation of our profession.

1. What is Ethics?
   - Discuss your personal responsibility to be ethical.
   - Discuss your professional responsibility to be ethical.
   - Discuss integrity.

2. Chiropractic Ethics
   - Identify the characteristics of ethical and unethical behavior
   - Explore your responsibilities to your board of examiners and your patients
   - Review case studies and outcomes for unethical behavior

3. Business Ethics
   - Identify the responsibilities of ethical and unethical behavior as a business owner
   - Explore your responsibilities to your business and employees
   - Review case studies and outcomes for unethical behavior

4. Compliance Ethics
   - Discuss the responsibilities of your practice for HIPAA Compliance
   - Discuss the responsibilities of your practice for OSHA Compliance
   - Discuss the responsibilities of your practice for OIG Compliance
   - Review case studies and outcomes for unethical behavior

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

Crucial Compliant Conversations

2-4 HOURS

Non-compliance in healthcare can have very serious, and sometimes devastating consequences. There has been an increase in auditors and investigators disguising themselves as new patients in chiropractic offices across the country. Every conversation, starting with, "How much does it cost to see the doctor?" is now under scrutiny. It has never been more crucial to know what to say and when to say it when it comes to talking to patients about finances in your office. In this fast-paced and important training session, master communicator, Kristi Hudson will take team members through sticky scenarios that are encountered in practice every day.

Course Objectives:

- Learn and execute techniques for effective financial communications with patients
- Able to master discussions of patient finances in any situation
- Gain a basic understanding of structuring and implementing a compliant financial policy
- Become familiar with conducting a financial report of findings

Hour 1: Learn techniques for effective communication

Hour 2: Executing communication cues to improve patient communication

Hour 3: Identifying how your emotions impact patient communication

Hour 4: Understanding the rules and regulations for billing and collecting from the patient

Hour 5: Effectively communicating with patients regarding finances

Hour 6: Putting it into practice

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

Meeting the Expectations for Medicare Clinical Documentation

1-2 HOURS

Healthcare is the second most regulated industry in our country. The Office of Inspector General (OIG) has issued reports for the last several years identifying key issues related to chiropractic billing and documentation.

In this session we will:

- Gain a better understanding of the law
- Identify the 4 major areas of concern
- Documentation must haves for initial and subsequent visits
- Steps for monitoring your practice

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

Risky Business

1-2 HOURS

It is widely known that the Office of Inspector General (OIG) and Medicare are cracking down on healthcare fraud and abuse, but what most chiropractor offices are unaware of, is how widely successful these efforts have been. In this presentation, we will identify the five most dangerous things we face in chiropractic and how to avoid them.

1. Overview of the 5 Little Things
    - Dual Fee Schedules
    - Improper Time of Service Discounts
    - Inducement Violations
    - False Claims Act
    - Anti-Kickback Statutes
2. Discount Medical Plan
    - How does a DMPO work?
3. Compliance Plan
    - Compliance is a process not an event.
    - Benefits of being compliant..
4. The Only Thing That Remains Constant is Change.
    - Rules and regulations have changed.
    - Conflicting regulations and opinions..
5. Discounting Your Fees
    - Who cares what we charge?
    - OIG – Claims recoupment of $17 for every $1 spent auditing
    - Medicare/Medicaid Beneficiaries – Hardship?
    - State Board Actions
    - State Rules and Regulations
6. Audits are on the rise. Are you prepared?
    - Steps to minimize risks
    - Financial Policies
7. How to follow the rules and solve the problem
    - 1 Fee for each service
    - Discounts based on contracts or agreements
    - Establishing your fee schedule
    - Establishing a rock-solid financial policy

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

Using Technology to Improve Patient Outcomes Through Patient Engagement and Practice Efficiency

1 - 2 HOURS

Patient-centered care and patient engagement are the central components of a modern-day chiropractic office. While the concept of “patient engagement” may not be new, what is new is the significant role that technology is having on patient engagement. We are living in a connected and engaged society. The Internet allows us to get what we want on-demand at our fingertips. Patients and consumers have started placing these same expectations on healthcare.

Course Objectives:

- Identify how technology in your office can reduce costs through improved workflow, reduce errors, and improve collections
- Discuss how technology improves communication with patients
- Review how technology improves patient outcomes

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

It's Not Okay - How to Address Sexual Harassment

1 - 2 HOURS

Sexual harassment always has been an issue in healthcare. The pernicious threat of patient-perpetrated sexual harassment has been swept under the rug for some time. Physicians have been encouraged to toughen up if experiencing sexual harassment by these aggressors. But such harassment is threatening not only to the patient-physician interaction but also the physician’s future. Additionally, in a world that has sexualized everything from food, video games, and more it is important to know and understand what is and is not appropriate for the doctor, the staff, and the patients in practice.

Course Objectives:

- Understand the importance of an anti-harassment program in your practice
- Establish steps for addressing a patient that has sexually harassed a provider or staff member.
- Understand the risk as a provider when sexual harassment issues are not addressed or corrected.

Instructor will teach via lecture and the visual aid of slides. Examples will be discussed for demonstrative purposes.

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Kristi is from central Mississippi, where she also began her journey into the chiropractic profession. In 2010, Kristi began working as the personal assistant to Dr. Ray Foxworth, president and founder of ChiroHealthUSA. She very quickly learned her passion for chiropractic. With her constant desire to learn more and to contribute, she developed what is now one of the largest webinar series within the profession.

In 2016, Kristi took on the additional role of Administrator of the ChiroHealthUSA Foxworth Family Scholarship. The scholarship awards one chiropractic student $10,000 for tuition, $5,000 cash and their school receive a $10,000 donation.

Kristi has presented for a number of chiropractic state associations, ChiroCode, ChiroHealthUSA, ChiroTouch Software, and more. She has also written a number of articles on the topics of billing, collections, staff training, and compliance. Kristi continues to learn and serve the chiropractic profession and has received professional certification as a Certified Professional Compliance Officer (CPCO).