5 Easy Steps to Run a More Efficient Practice

Kristi Hudson, CPCO

Website: www.chirohealthusa.com

Telephone: 888.719.9990

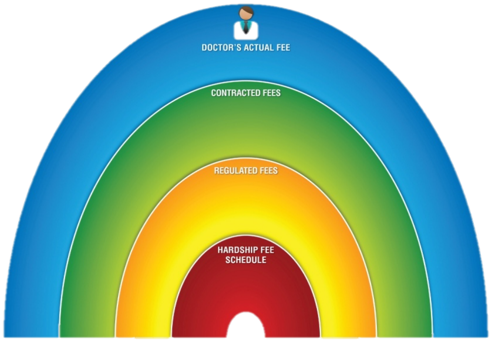
Fax: 888.685.2220

STEP 1: ESTABLISHING A SOLID FINANCIAL FOUNDATION

Cost of Doing Business

What does it cost your practice each time a provider steps into a treatment room? Use this online calculator: chirohealthusa.com/overhead-calculation

Establish a Fee System



Contractual Discounts:

BCBS, Aetna, Cigna, MCO, PPO, etc.

Non-Contractual Discounts:

Out of Network, State Specific PI and/or WC

Mandated Discounts:

Medicare, Medicaid, PIP (some states)

Voluntary/Elected Discounts: Professional Courtesy, Financial Hardship, DMPO

Establish a Fee Schedule

How did you determine your practice fees? Utilizing resources like consultants or the calculators available at chirocode.com/#calc or fairhealthconsumer.org are great resources for looking up market value in your zip code.

UCR Fee Schedule Checklist:

- Are you charging market value?
- Review all published fee schedules.
- Evaluate your fees annually.
- Review your contracts.

Implement a Compliant Financial Policy

Dr. B. J. Palmer Chiropractic Clinic

Notice

In an effort to maintain compliance with various state and federal regulations, managed care and preferred provider agreements, as well as billing and coding guidelines, we have adopted the following financial policies:

Our clinic has established a single fee schedule that applies to all patients for each service provided.

You may be entitled to a network or contractual discount under the following circumstances:

- If we are a participating provider in your health plan.
- If you are covered by a State or Federal program with a mandated fee schedule.
- If you are a member of a Discount Medical Plan Organization we may join. Patients who are uninsured, or underinsured (limited benefits for chiropractic care), may join ChiroHealthUSA in our office and will be entitled to network discounts similar to our insured patients. Membership is $49.00 a year and covers you and your dependents. Ask our staff for more information.
- If you are eligible & choose a payment plan that allows for “prompt payment” discounts.
- Patients who meet state and or federal poverty guidelines or other special circumstances outlined in our “Hardship Policy” may be offered a discount for a period of time as determined by the clinic. Verification will be required.

As part of our compliance plan, as of ________ our office will be unable to extend any type of discounts other than those listed above.

Acknowledged By: ____

Date: ___________________________________

STEP 2: RIGHT PEOPLE, RIGHT SEAT

Stop Ignoring Staff Issues

Companies lose over three billion a year due to late employees. Chronic tardiness affects business operations and interrupts practice workflow. Certain tasks can't be started or completed because people are waiting on the late employee to do their job. People who are frequently late or leave early are not as productive. It is also damaging your relationship with good employees who become negative when this behavior is ignored.

- Chronically Late/Absent
- Office Gossip Girl/Boy
- Super nice, but don't grasp the job
- Constantly makes excuses
- Does not believe in the company's mission, values, or chiropractic

Hiring for Success: 4 Step Successful Hiring Process

Planning: Define the role of the person you are hiring and have a written job description

- Have a written job description. (See Sample, Appendix A)
- Identify the 5 major responsibilities of this role in your office.
- What are the characteristics that are ideal for a person in this position?
- Complete a background check on all new employees.

Interview: Does your candidate meet the 3 criteria for success in your office?

- Do they "Get It'? – Do they understand the ins/outs of the position?
- Do they "Want It"? – Do they genuinely want the job?
- Do they have the "Capacity"? – Do they have the emotional, intellectual and physical ability to do this job?

Training: A successful hiring process begins with training.

- Have a written plan and follow it. (See Sample, Appendix B)
- Start training on Day 1. A successful training program leads to higher job satisfaction and less employee turnover.
- Compliance training should be completed on Day 1 for new employees and annually for existing employees.
- Scripting and role-playing with your team will keep their skills fresh and give them the confidence to answer any patient question.
- Utilize all available training resources. (Examples: Online training software, webinars, etc.)

"The only thing worse than training your employees and having them leave is not training them and having them stay."

Henry Ford

Evaluation: A lack of communication with employees and regular feedback can lead to high turnover.

- Evaluation should be communicated at the end of the first 90 days for new employees and annually for existing employees.
- Evaluations don't have to be formal; it can simply be a 1-1 conversation between you and your employee.

STEP 3: DATA – WHERE ARE YOU GOING?

DATA

The right data will tell you how your clinic is performing and track business success.

SCORECARD

A scorecard has a handful of numbers that, at a glance, tell you how your business is doing.

ACCOUNTABILITY

These numbers are measurable - it allows your team members to take ownership of their responsibilities.

	Category	Goal	3/5	2/26	2/19	2/12	2/5
FD	Office Visits	400	425	389	395	401	433
FD	Missed Appointments	>15	8	13	12	11	9
FD	Collections	$20k	$22k	$19k	$20k	$20k	$23k
FD	Shopper Call Conversions	90%	95%	90%	92%	93%	96%
FD	New Patients	20	24	18	20	21	25
INS	FROF	20	22	17	21	23	27
INS	Care Accepted	12	15	14	19	20	24

TEAM MEETINGS

Successful team meetings start and stop on time.

Discuss items on the agenda only. (See Sample, Appendix C)

Review the scorecard.

Resolve issues.

STEP 4: STANDARD OPERATING PROCEDURES

Practice Procedures Manual (See Sample SOP, Appendix D)

- Answering the phone
- Office forms
- CPT Coding and Billing
- Documentation

Regulatory Standards

- Employment Policy
- HIPAA Policy
- Compliance Work Plan
- OSHA Policy

Seven Basic Components

Compliance Work Plan: The Operating System

Step 1: Designate a Compliance Officer

Step 2: Implementing Standards

Step 3: Monitoring and Auditing

Step 4: Training and Education

Step 5: Responding to Violations

Step 6: Open Communication

Step 7: Enforce Disciplinary Standards

Checks and Balances

- Theft Prevention
- Human Error
- Audit Protection

STEP 5: NEW MARKETING MIX

Patients can't measure the quality of clinical care; but they can measure the quality of the experience.

Take Your Practice Mobile

It's a well-known fact, that, driven by better devices and the availability of faster internet on-the-go, internet traffic is increasingly driven through mobile devices. Mobile apps have higher engagement rates than mobile-optimized websites or desktop viewing.

Online Paperwork Submission

Save time at the front desk for your patients and your staff and have patients access, complete, and submit new patient paperwork online.

Increase Reviews

Automating patient feedback with flexible communication helps to monitor and improve the quality of care, reviews, and referrals to your practice.

"The average increase in patient visits when a practice is utilizing an app is 36%." Dr. Jay Greenstein

Stay Connected

Helps your patients to easily connect with you on Social Media.

24/7 Scheduling

Allows patients to quickly and easily schedule an appointment at anytime. No more lost appointments while patients wait for the office to open to schedule an appointment.

Home Exercise

Improves patient adherence to plan of care making it easy for them to access and complete home exercises with app accessible tutorial to guide them through each exercise.

Create an Online Presence

Facebook

It has a massive fan base with 1 billion daily and over 2 billion monthly active users.

YouTube

It is the second largest platform and the second most trafficked website behind Google.

“Mobile usage is on the rise more than ever. If a site isn't optimized, people will go elsewhere. This is especially true for restaurants, bars, coffee shops, or any kind of consumer business where hours of operation and contact information are important. “

Max Elman, Razorfrog Web Design

Instagram

Has the third most people on a platform (1 billion) and active users (500 million!)

Twitter

With 5,787 tweets sent every second, it’s easy to get lost in the clutter. Keep it light, keep it bright!

Pinterest

Has 291 million monthly active users. Over one third of the current monthly active users are from the U.S.

Website

Studies show that between 70-80% of people research a company online BEFORE visiting or making a purchase with them.

Tracking Your Results

- Bounce Rate: If a visitor leaves your site after visiting and not interacting further, they’ve “bounced.”
- Engagement: Engagement measures how many people have liked or commented on your posts.
- Leads: It’s crucial to understand where your leads and customers are coming from.

Email Click Through Rates

Industry rates for chiropractors as reported by Constant Contact in June 2019.

Open Rate (TOTAL)	14.35%
Mobile and Tablet Open Rate	34.95%
Desktop Open Rate	65.05%
Click Through Rate	5.82%
Bounce Rate	9.09%
Unsubscribe Rate	.01%

Have Reasonable Expectations

Crawl | Walk | Run - Marketing your practice is a process.

Tips for Success:

- A good timetable allows for regular publishing without sacrificing quality of content.
- It's not enough to implement a new marketing initiative and let it run its course. Evaluate progress as it happens.

Contact Us:

Kristi Hudson, CPCO
VP of Business Relations
Foxworth Family Scholarship Administrator

ChiroHealthUSA
info@chirohealthusa.com
www.chirohealthusa.com
www.chusascholar.com

Phone: (888) 719-9990

Job Description: Chiropractic Assistant

Required Education	High school diploma; optional completion of post-secondary program in chiropractic or medical assisting.
Other Requirements	Minimum of 2 year's experience in customer service.
Certification	Chiropractic Assistant Certification preferred, not required.
Salary	$30,000 per year.

Chiropractic Assistant Job Duties

Chiropractic Assistant duties include keeping a chiropractic office in line throughout the business day. This might include registering arriving patients, checking out departing patients, managing patients' files, checking in and out chiropractic equipment and supplies, maintaining billing and coding, recording vital signs and answering phones. Some other smaller duties may include the following:

- Maintaining and keeping track of office supplies
- Verifying insurance
- Sorting mail
- Transferring patients
- Maintaining an orderly work area
- Laundering towels and gowns used in the office
- Maintaining other inventories

Chiropractic Assistant Requirements

All chiropractic assistants should have strong verbal and written communication skills and a proven track record from past employers for job attendance.

Chiropractic assistants are required to have at least a high school diploma or equivalent.

Certifications (Certified Chiropractic Assistant, Chiropractic Assistant Advanced, Chiropractic Therapy Assistant) are preferred but not required.

Chiropractic assistants must be available to work between the hours of 6:30 AM – 6:30 PM Monday through Friday. Some weekends are required for additional training. Advanced notice will be given when weekends for required weekend training. Chiropractic assistants work 40 hours per week.

Chiropractic Assistant Benefits

Chiropractic assistants accrue 8 hours of PTO per month after 90 days.
Paid holidays.
Medical, dental, and vision insurance available after 90 days.
401K available after 90 days

New Employee Training and Development Plan

Day 1	Day 2	Day 3	Day 4	Day 5
Complete New Hire Paperwork with Amanda	Review/Practice Phone Scripts with Hillary	Test Skills EHR: Schedule, Cancel, Check-In, and Check-Out a patient, identify the patient balance and co-pay with Hillary	Test Skills: Explain the office financial policy, review phone scripts, explain what insurance is accepted in our office to Hillary.	Test Skills: Complete a foot scan, identify which services in rehab/therapy are timed and not timed. Practice a phone script with Hillary.
Review Employee Manual	Review HIPAA training	Billing and Insurance: Review office financial policy, learn the process for verifying insurance, discuss the difference between in-network and out-of-network insurance. Discuss Medicare. Are we Par or Non-Par? What is the difference? Discuss processing PI and WC claims. Review steps for completing a records request with Leah.	Rehab/Therapy: Learn the steps for using the foot scanner, identifying and executing therapy for patients in EHR notes. What services are timed/not timed? How to enter therapy notes when patients complete rehab/therapy with Matt.	Ancillary Services: Review each ancillary service and product sold in the clinic. Learn benefits of products/services, price of each product/service, and the return policy for our office and the manufacturer for each product with Jasmine.
HIPAA Training: Online UN: PW:	How to operate our phone system and taking messages with Victoria	OIG Compliance Training: Online UN: PW:	Helping the Doctors: Learn the rotation for placing patients in a treatment room, establishing pain level and entering information in iPad, taking notes for Doc when assisting in patient room with Janae.	Get Adjusted if you have not already.
Observe New Patient Exam	Using our EHR: Scheduling and cancelling appointments, checking in patients, checking out patients, posting payments, identify patient balance/ co-pay, print and read a patient ledger with Victoria	End of Day Recap: Explain the office financial policy to Dr. Foxworth. What insurance is accepted in our office. What did you learn from working with Leah today? What other employees work with Leah? How do their jobs affect one another?	End of Day Recap: Walk through a complete patient appointment with Dr. Berry. Input notes in EHR, then complete therapy/rehab and input notes. What did you learn from Janae and Matt today? How do their jobs affect one another?	Team Lunch: Everyone celebrates a successful first week. Discuss at lunch what you learned most from each person.
Observe Routing Office Visit	End of Day Recap: Practice phone script with Dr. Shearer. What did you learn from working with Victoria? What other employees work with Victoria? How do their jobs affect one another?			End of Day Recap: Describe each ancillary product/service offered in our office. What is the return policy for each product? Which product did you find most interesting and why? How was your first week? With Dr. Foxworth
Observe Routine Office Visit with one of the following: Medicare/ PI/ WC patient.				
Chiropractic Terminology: Online				
History of Chiropractic: Online				
End of Day Recap: Any questions about office policies and procedures? Review of HIPAA compliance policies and procedures? Why did you become a chiropractor? With Drs. Berry, Shearer & Foxworth				

WEEKLY STAFF MEETING

Monday, October 14, 2019 ● 12:00pm

Our Purpose/Cause/Passion:

Core Values

Good News! **(Personal & Business Bests - < 90 Seconds each)**

Scorecard Review **> CLICK HERE <**

To-Do List **(Done / Not Done)**

Who	To-Do

Issues List **(Prioritize; IDS)**

Priority	Issues

Conclude
Recap To-Do List
Cascading Messages

Policy Title	Reactivation Patient Policy		
Policy Number	REACT – A – 0001	Effective Date	04/01/2013
Purpose	To provide procedures regarding Reactivation Patients		
Regulation Reference	N/A		

POLICY

It shall be the policy of ABC Clinic that any patient that has been inactive for more than one year, but less than three years, requires a complete history and examination. This is true even when there is no change in the provider of record. The following would be considered a re-activation:

- One year since last patient visit.
- File has been previously inactivated.

PROCEDURE

The procedure will be the same as if the patient is a new patient. Patients who have been inactive for three years or longer are credited as new patients. The patient should be scheduled during hours designated for new patient visits. If possible, have the patient complete the new paperwork online at www.abcchiropractic.com/newpatient. When a patient enters ABC Clinic for the introductory consultation and examination process, the following should occur:

- The patient presents to the front desk for check in (if the new patient paperwork was completed online and submitted, there will be a file ready for patient signatures. If this has not been completed, the new patient paperwork will be completed at this time and a file will then be compiled for the final information and signatures).
- A chiropractic assistant will assist the patient to an examination room and collects the patients vital signs.
- The Doctor of Chiropractic will complete Family Social History (if relevant), Past Health History (general health, prior illness, injuries, or hospitalizations; medications; surgical history), and Review of Systems (determine if there are existing comorbidities that could complicate recovery of the patient's condition).
- The Doctor of Chiropractic will complete a physical exam. Upon completion of the exam the Doctor of Chiropractic completes the written record and requests x-rays (if needed).
- Necessary x-rays are taken or appropriately scheduled.
- The Doctor of Chiropractic will complete the written treatment plan. The treatment plan should include specific treatment goals, duration of care, and frequency of care.
- The Doctor of Chiropractic will present the treatment plan to the patient.
- A billing/insurance CA will present the financial report of findings to the patient.
- The patient presents her/himself to the front desk for processing of the payment information and scheduling of recommended visits.